

LARGEST WEEKLY RADIO AUDIENCE IN AMERICA

RadioGuide

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5¢

Revealing
Rudy Vallee
as the
Ziegfeld
of the
Kilocycles



Ethel Shutta

Beginning THE LIFE STORY OF FATHER COUGHLIN



JOAN OLSEN
Ben Bernie found her in Kansas City and turned her into a star overnight.

One Push from Ben and Lo! Another Star

THE entire Wrigley building is buzzing with the name of Joan Olsen, the latest Ben Bernie "find." The old maestro brought Miss Olsen to Chicago from Kansas City, personally conducted her audition at Columbia on a Monday afternoon, and in one short hour had her signed by WBBM. The Evans Company officials heard her and immediately signed her for their Sunday night broadcasts. She will also be featured in several sustaining programs throughout the week.

When the old maestro picks them they usually go over. Witness Pat Kennedy and Little Jackie Heller, two Bernie "finds" who are going over in a big way after the radio buildup they received from the old maestro. Joan Olsen is the first girl to capture the maestro's attention since Vivian Janis, who sang with Bernie at the College Inn and is now a star with the new Ziegfeld Follies. Miss Olsen's career is working out exactly opposite to that of Miss Janis. Joan was a showgirl in the Follies at the age of fourteen and her present venture under Bernie's management is her first experience in broadcasting. She is twenty-one years old, tall, slender, blue-eyed, golden-haired . . . a beautiful inspiration to the boys who are trying to perfect television.

Ben discovered Joan in Kansas City a few weeks ago while he was filling a theater engagement there. Ben put her in his show and gave her a spot on his Tuesday evening Blue Ribbon broadcast. Letters, and telegrams convinced the maestro that he had found something terrific. So he arranged for Miss Olsen

and her mother to join him in Chicago and let Columbia listen. The rest is history.

But there's another moral to this story, especially for the young ladies who answer "Number, please" when one lifts up the telephone receiver . . . the moral is: Always have that much-advertised "voice with a smile," and do your work efficiently.

The story behind the moral is that Joan for the past several years has been the telephone operator in a large hotel in Kansas City, Mo. Her "Follies" career had been cut short by two unfortunate experiences. The first might not have removed her permanently from the stage, for it was merely a broken ankle.

However, parental ideas seldom change, and when Joan returned to Kansas City, her relatives, near and far, closed in on her. No more "Follies" was the verdict. So it was that Miss Olsen turned to the "wrong number" occupation.

The stage was set for Old Maestro Ben Bernie, builder of stars and 1933's King of Jazz, to hear Joan's voice. He picked up the telephone receiver in his room in the Kansas City hotel, and then and there he sensed a radio find.

You know the rest. Joan is on the road to fame, and has a splendid start. What's more, her parents, uncles and aunts don't mind her association with a microphone.

Therefore, switchboard operators, take heed, if your present situation doesn't satisfy you and you have higher aspirations, just keep plugging along!

How Radio Love Static Yielded to Telegraph

TWO OF radio's most incorable romantics are the lovey-dovey couple, George Olsen and Ethel Shutta. Though they used to broadcast together, for the past weeks they have been appearing for separate sponsors. It seems that during this time they have formed the habit of sending each other telegrams of good luck before every broadcast. All went well until last week George's telegram was mislaid in the studios and Ethel never received it.

Feeling a little hurt but not wishing to make an issue of the matter, she said nothing to her husband. But just before the Olsen program went on the air Wednesday night, the leader received the following by Western Union from his wife: "You didn't send me any telegram last week—so just for that you're not going to get one from me tonight. Love, Ethel."

Olsen was a little puzzled, so right after the program he dispatched the following message to his wife: "I did send you a telegram last week—but since you

didn't send me one tonight, this is to tell you I'm not answering it. Love, George."

They say Western Union was sitting up and rubbing hands at the prospect of more goofy correspondence—but unfortunately for them, the Olsens kissed and made up and are now billing and cooing in their best manner.

And believe you us, when the Olsens bill and coo in their best manner, they make a pair of love birds look like fighting cocks.

The Olsen Youngsters, Charles, six, and George, Jr., four, inherit the wit of George and Ethel. To cite an example, a year ago the Olsens were starring on a gingerale broadcast. This year, George has been featured on a tea program while Ethel has been under contract to a chocolate maker.

Result, young George, when asked how he liked his parents' broadcasts, replied:

"Well, I didn't care for the gingerale or tea programs, but I like the chocolate one, because Mommy's always bringing home candy."



ETHEL SHUTTA
and GEORGE OLSEN
... They're billing and cooing again after that missing telegram episode ...

PASS GATE to Stardom

IT REALLY doesn't make much difference to Rudy Vallee, but the wise folk around the fringes of the radio business are whispering to each other and to anyone who will listen that this thirty-two-year-old singing, bandleading showman has all the indications of being the first Flo Ziegfeld of the air lanes.

The boys on the street like to wisecrack about Rudy's living down his Yale background. But they also like to point the finger at Vallee's career—the story of a rise to fame unequalled in radio's short and spectacular history, and the story of a young man who stayed at the peak when he arrived. That's a yarn which isn't too usual in this show and radio business.

Rudy, as radio's master showman, has built up through his steady, smooth jaunt up the lane to success, a well-earned reputation for bringing outstanding stars from the films and footlights to his microphone, and he it said for Rudy that he has never suffered by comparison, although he has led to the studio the leading folk in the business.

But Rudy, perhaps with a thought to the "breaks" which he himself received while traveling along the radio road, has brought lesser lights to the microphone, and his knack of recognizing talent is shown by a partial list of Vallee "finds" who first went on the air with Rudy and who since have worked out their own air careers with conspicuous success.

Even before Vallee's Fleischmann hour over National Broadcasting Company networks had become a variety show, Rudy had in the back of his mind the idea that his program was a fine spot to star folk who had ability who hadn't been in the spotlight up to that time.

Vallee with fine generosity and far-sightedness that was probably not so apparent at that time as it is now, wanted to bring foreign stars, youngsters, and artists from various branches of the show business who didn't happen to be associated with radio to the studios to entertain the vast audience which Vallee had built up through his smart and spectacular sense of showmanship before the microphone.

To the Fleischmann microphone Rudy lured pretty Fraulein Greta Keller, dainty little singer from Vienna, just a few days after she had set foot on American soil. And was Rudy right? Her showing on the Vallee program determined for her a sensational career in America, a career that brought her a program of her own and landed for her a fat picture contract in Hollywood.

And there are many others who poured their talents into the microphone at Vallee's variety shows, and whose offerings emerged from loudspeakers throughout the country for the first time through Rudy's efforts. Their names enlist some of radio's top notchers.

Olsen and Johnson, footlight stars appeared with Vallee and emerged with a radio reputation, a reputation and a following that went a long way toward putting them where they are. Gertrude Niesen likewise brought her deep-voiced blues renditions to Rudy's

mike, and her reputation was made. The same goes for George Burns and Gracie Allen—they, too, appeared at Vallee's invitation and proceeded to romp along the road to success with a generous shove and a hearty slap on the back from the genial Rudy himself, master
(Continued on Page 23)

JOE PENNER
... His comedy was first heard on the Vallee hour ...



RUDY VALLEE
who bids fair to become the Florenz Ziegfeld of the air waves.



GEORGE BURNS and GRACIE ALLEN
... One dose of their nonsense through Rudy's mike and they had a commercial ...

GERTRUDE NIESEN
... She hasn't been idle since she guest starred for Vallee ...

OLSEN and JOHNSON
... Their first broadcast was on Rudy's variety program and how look at them ...



At BREAK of DAWN on THE MAGIC CARPET

SHE WAS seventeen, young and healthy, and endowed with no little charm. That night she was taking a plane for New York to make her radio debut on a nationally-known program, to be heard by millions of listeners from coast to coast and the arctic to the tropics. It was the chance she, and a few million other girls, had dreamed about. If she clicked, fame was hers. If she failed, such an opportunity might never come her way again. Lights, action, camera.

The story is true. The girl was Alice Dawn, seventeen-year-old blues singer; the place, Chicago; the time, a few days past, and the radio program the Magic Carpet, featuring Jack Pearl and Al Goodman's orchestra, and broadcast over a coast-to-coast NBC network.

Just a year out of high school, she was that night completing a two-week vaudeville engagement at the Palace Theater. Two evenings later she would be heard by millions. She was thrilled, excited. What seventeen-year-old girl wouldn't be?

She had never taken a music lesson of any sort in her life, couldn't read a note if she tried, and had faced a microphone but once in her life—during her audition two weeks before.

Anxiously she asked whether or not there would be a studio audience at her debut, and if so, whether her voice would be carried to that audience by a public address system. She feared that. The echo was bad over public address systems. It bounced back and slapped you in the face. That's how much she knew about radio.

That is Alice Dawn, a young lady who

never before had been as far west as Chicago, who swims and plays tennis instead of smoking or drinking, and yet who sports gold-tinted fingernails and delights in laying in a large assortment of evening gowns; who reads Spanish novels in Spanish, though she's never been to Spain and isn't of Spanish descent, and who says she's never been in love.

Only five feet, five inches tall, she appears much taller. In the public eye only a year, she has acquired the stage presence of a veteran. Yet she's in constant fear of tripping over her gown while on the stage.

The story of this young singer of blues and ballads runs much the same as that of any other Brooklyn schoolgirl—that is, up until a year ago. She had sung all her life, but only for her own diversion. She went to school, studied Spanish more diligently than her other courses, took part in athletics, planned to go into college. Then one day a booking agent happened to hear her as she sang over a few numbers in a music store, to try them out before buying them. He offered her a vaudeville contract, doing a single. Her mother, who accompanies her on all her travels, didn't approve. Alice wheedled her into consenting. She played vaudeville houses all over the east for eight months.

A few weeks ago, Al Goodman heard her. He was impressed by the deep, full tonal quality of her voice, and by her ability to impart that necessary "something" to a song. She was auditioned, and the other day, while Alice was playing vaudeville in Chicago, came a wire to report to New York for the Magic Carpet program.

She was surprised, but not daunted; thrilled, but not afraid.



ALICE DAWN

... Her first radio engagement is a big commercial ...

Voice Study As A Secret Vice

FRANCESCO FLORES Y DEL CAMPO, contracted for obvious reasons to plain Dell Campo, is the Columbia Broadcasting System's last minute answer to the demand for more Latin, and less latent, talent in radio.

Francesco is a native of Chile, a nephew of its former president, Pedro Montt, and the son of the one-time commander-in-chief of the army of the republic. Several years of military training went for naught when it was determined that a weak heart would hamper his activities as a soldier. A like term as a law student was also wasted when, after the death of his father, Dell determined to make music his career.

Like many artists whose destiny was a broadcasting studio, Campo had many ups and downs along the road, the emphasis being on the downs until he was discovered singing in an obscure west coast American station by a man who had already created two great vocal stars and who recognized the potentiality in the Chilean's ringing notes, Con Conrad.

One of the proudest women in the Latin republic today is Campo's one time instructor, the motherly leader of the village choir in the town of his birth. Save through the medium of this publication, she will never have a chance to know that her patient instruction was augmented by secret lessons given her protegee by Mansueto, erstwhile basso of La Scala, at Milan, who returned to Santiago after his retirement from the operatic stage. The youth did not have the heart to inform her of his duplicity and permitted her to take full credit for his advancement under her simple tutelage.

Campo recalls with a smile the many subterfuges to which he resorted in order to accomplish the bi-weekly trips to the distant home of the maestro. His singing lessons were a secret vice—almost like the smoking of corn silk cigarettes by a small boy behind the barns.

To his socially and politically minded parents, sing-



DELL CAMPO

... His father was a general and his uncle a president ...

ing was an excellent parlor accomplishment but was not in any sense to be considered as anything other than an avocation. Hence the need for stealing away to the famous star who was his mentor in matters musical. These stolen visits were simple to mask for a long period but eventually the deception became harder to carry out because of the increasing demands of his military training.

When it became time for him to follow the family tradition and assume a post of leadership in the army, physicians came to his rescue by announcing that his training had been too rigorous and that a weakened heart prohibited his undertaking military life.

But even that fortunate development did not eliminate the barriers which lay between Dell and musical accomplishment. His parents selected the law and politics as the next most promising profession for the scion of so prominent a family. The university was at Santiago and the surreptitious trips to the city to visit Mansueto were no longer necessary. How the youth managed to win his degree and at the same time master his scales is just another of those stories in which ambition, coupled with grit, made accomplishment possible.

JUST at the time when he would have been forced into making a choice of careers, Fate once more played into his hand, removing his uncle from office and political importance and minimizing Dell's immediate prospects for success. This turn in the affairs of the family gave him the opportunity he was seeking and he took up residence with his singing teacher for more than a year, completing his studies preparatory to making his debut with the Chilean National Grand Opera company.

His career in opera was destined, however, to be short lived as he found the work distasteful and began to show a marked leaning toward the Castilian and native songs. To the dismay of his teacher and public he abandoned the roles of the great composers and struck out as a balladier in the (Continued on Page 21)

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THUNDERING MAGIC OF THE AIR

S EVEN years ago—in October, 1926, to be exact—an obscure Roman Catholic priest of an equally obscure and unimpressive parish broadcast an address over radio station WJR, Detroit. Today this same priest broadcasts weekly over a chain of independent stations estimated to reach 30,000,000 listeners. Recently during a three-week period, he received a total of 8,000,000 letters from his listeners.

What manner of man is this Father Charles E. Coughlin, of the Shrine of the Little Flower? What power does this stormy petrel of the air waves possess that can sway the minds of millions to love and hate him? What is his history—his background—his training?

Public curiosity demands answers to these questions. Yet, apart from facts that are a matter of public record, the transcripts of his controversial utterances over the air and infrequent fragmentary interviews, the public has had access to little information about Father Coughlin.

Father Coughlin's great-grandfather, Patrick Coughlin, was one of the men who toiled on the construction of the Erie Canal, back in the 1820's. It was this waterway which did much to open what was then the "Far West" to settlement and development. His grandfather, Daniel Coughlin, used to recount the adventures of those pioneer days to Father Coughlin when the priest was a small boy and the hours that he spent listening to these thrilling tales left an indelible mark on the mind of the growing youngster.

Thomas Coughlin, father of the radio priest, is still living in Detroit and assists his distinguished son in his work at the Shrine of the Little Flower. He was a sailor on the Great Lakes in his younger days but an illness which forced him to remain many weeks in a Canadian port resulted in a romance that weaned him forever from a life on the water.

His meeting with Amelia Mahoney and their subsequent marriage was followed by his retirement from the wandering life of a sailor to the comparatively prosaic work of a bakery manager. In 1891, their first child, Charles, was born in Hamilton, Ont.

Thomas Coughlin enjoyed an income of \$12 a week but, with this amount, he was able to maintain a comfortable home for his family. Father Coughlin recalls vividly the pleasure that he experienced as a small boy when he was allowed to go to the barn and curry the family horse until his coat glistened.

At St. Mary's school, he played football and baseball. He resented strongly the fact that he was frequently called away from these favorite games to spend hours practising on the big upright piano in the parlor of the Coughlin home. But his service as an altar boy at the Cathedral under Monsignor Mahoney was one task that he thoroughly enjoyed. The Monsignor had a forceful style of address that much impressed the youthful Coughlin. His unconscious imitation of the Monsignor's manner of speech had much to do with making him the forceful public speaker that he is today.

AT the age of twelve, young Charles was sent to St. Michael's College, Toronto, where he came under the strict discipline of the Basilian Fathers. At this institution, he won fame as an athlete both in baseball and football. On one occasion, while playing fullback on the football team, his jaw was fractured early in the game but he continued with rare grit to play through to the final whistle.

In 1907, he matriculated as a student in honor philosophy at the University College of Toronto University. He was graduated in 1911 and, after a three months' trip abroad, he returned to become a novice in the Basilian order. For an entire year, under the rules of the order, he was forced to abstain from all forms of entertainment and social activity and he was not allowed to visit home during that period. His daily routine was one long round of manual labor—scrubbing floors, plowing fields and all of the other tasks that required to be done about the grounds of the monastery.

For four years, he studied theology, not neglecting meanwhile to pursue his studies in other directions, laying the foundation for his present wide understanding of economic problems. One of the subjects which captured his imagination at this period was the industrial revolution in England. He was not satisfied to learn the superficial facts regarding this metamorphosis of society—he entered into exhaustive research work to discover the causes and effects of the mechanization of industry. This led naturally into kindred subjects such as the advantages and disadvantages of the various systems of currency and finance until he had built a sound groundwork of knowledge in the various branches of economics.

His physical make-up was not equal to the demands

which his thirst for knowledge placed upon it, however. When his course was completed, his health was gone and he was unable to go through with his ordination for the priesthood. A year of rest and recuperation followed and he was finally ordained as priest in 1916.

His first appointment was at Assumption College, Sandwich, Ont., just across the river from Detroit. While on this assignment, he was given the additional duties of assisting and preaching at St. Agnes Church in Detroit and, during the two years that he continued there, his forceful manner of address won him much attention in church circles.

In May, 1926, he received an order from his Bishop to build a new parish at Royal Oak, Mich., thirteen miles outside of Detroit. The great influx of population resulting from the growth of the automotive industry was forcing the city to expand at a rapid rate in all directions at this time. New hospitals, new schools, new churches were going up all over the territory to keep pace with the growth of population.

Father Coughlin was forced to build the Shrine of the Little Flower rapidly and expensively. A tiny frame building, it still houses the activities of the parish.

FATHER CHARLES E. COUGHLIN
Each week he talks to 30,000,000.



but it is dwarfed by the towering new edifice now under construction which will eventually replace it.

Father Coughlin's little new parish was not prosperous. He formed the League of the Little Flower for the purpose of raising money to spread his doctrines. On August 15, 1926, while addressing a group of not more than fifteen of his parishioners, he threw a bombshell in the form of an announcement that he intended to broadcast from the Shrine.

For a long time, he had been pondering the problem of reaching a larger audience. Scant attendance at the church services had aroused him to a realization of the necessity for expanding his activities. The radio, he decided, was the answer.

But his parishioners and (Continued on Page 19)

ALONG THE AIRIALTO:

ers. Then Ted Lewis spent several weeks enlarging his band and organizing a choir for an audition. The sponsor's most recent hearing was given to Buddy Rogers and the Yacht Club Boys. The Yacht Club quartet changed their plans to leave New York at the conclusion of their current engagement. While waiting for a new sponsor, they will appear at the Palais Royale, which reopened recently.

When Bert Lahr started on the Royal Gelatin program, he was reported to have a sixty-five week contract and it was a surprise to Radio Row to hear that he was to be yanked off the air.

A check-up revealed that the contract carried a cancellation clause with options. A radio comic wisecracked to the effect that "options make the heart grow fonder." We are told that Lahr is pretty sick. If the mere telling of those bad gags did that to him, the people who listened must be ready for the hospital.

Now that the "Big Show" has discarded its comic, Lulu Mc-

Chrysler will sponsor a gala one-hour show on CBS with a flock of talent shepherded by "Town Crier" Alexander Woolcott. Among the stars to be introduced on the program are Lyda Roberti, Helen Morgan, William O'Neal, Heywood Brown, Grantland Rice, Rosamond Pinchof, Neyssa McMein, and a host of other distinguished people. Scheduled for the show include those orchestras of Freddie Rich, Isham Jones, Leon Belasco, Claude Hopkins, and Little Jack Little.

Crumits Renew

Crumit and Sanderson—or Mr. and Mrs. Crumit to their neighbors in Springfield, Mass., have been signed up by their bakery sponsors for fifty-two more weeks of their Sunday afternoon CBS programs, the renewal effective in January. . . . This is one of Columbia's oldest commercials—nearly four years on the network.

Paramount gave a special preview of the film "Alice in Wonderland" for the directors and actors of the March of Time, so they could study the voices of the characters for the M of T's dramatic excerpts from the picture given on last Friday's program.

Because she does it sincerely, and not for publicity, few people know that Ethel Waters, the songstress, supports several impoverished families in Harlem and teaches a number of poor but talented colored children to sing. She does it because she remembers her childhood.

Don't be at all surprised if Mary Pickford hobs up on that Hind's Hall of Fame show which

LORETTA CLEMENS
And she is not going to throw that hammer at Eddie. She's the Loretta of "Loretta and Jack" and she's merely demonstrating how she goes about hitting a high note



EDDIE DUCHIN
It may look as if he's trying to dodge that hammer but he isn't. He's just playing the piano with his usual verve and expression.

By Martin Lewis

NOT SO many columns ago, I mentioned that I couldn't understand why Eddie Cantor had to dress up in costume (or undress in one instance) during his broadcast to get a laugh from the tiny visible audience, while the million dialing listeners wait and wonder what it's all about. I'm still chuckling at the gesture the banjo-eyed comic made last week when he made a statement declaring that he was very much against studio audiences. Please, Mr. Cantor, my chapped lips. Nobody who faces the mike plays to the visible audience more than Cantor. I have spent many Sunday nights watching Cantor broadcast and, during the one-hour show, the father of five daughters changes his costume several times. His antics include such gestures as giving someone a kick and kissing Rubinoff on the forehead. Why all this wasted energy if he isn't playing to the studio audience?

On and after January 4, Captain Henry of the Show Boat won't be able to say "play that, Don," because Voorhees has left the program. The haton-weaver, who also supplies the music for the Fire Chief, let his temperament get the better of him and decided to walk out on the program when he learned that a recent broadcast was also an audition without his knowledge. Soooooo on the above mentioned date, Gus Arnheim will replace Voorhees on the Thursday night coffee program.

Jack Benny's argument with his sponsor has been settled to the satisfaction of all concerned. A new executive in the sponsor's household believed that there should be less comedy and more music during this program. Benny won the decision, however, and the program will remain unchanged except that the romance between Frank Parker and Mary Livingstone will be dropped. Can't you take a joke, folks?

The ciggie sponsors who are about to lose Fred Waring and his gang are still seeking a substitute. I recently mentioned Phil Spitalny as one of the audition-

Connell, the program features exotic Gertrude Niesen as the big star. She is now an actress as well as a singer and stars in comedy-drama sketches. It is just a year since young Gertrude made her radio debut on January 4, and in that short time she has become an all-around star in radio, vaudeville, and night clubs.

A Boston radio fan, who has been spreading his spare change calling the CBS studios in New York from a Boston pay-phone several times a week lately, had the CBS personell somewhat a-twitter a few days ago. He called and asked for Dave Ross, who wasn't around at the time. Then he announced that he'd call again at a specified hour and, if he couldn't speak to the announcer personally at that time, kill himself with a gun he had in his hand. Dave took the call and it turned out that the would-be suicide merely wished to tell what a swell voice he had and ask him to send the girl-friend an autographed photo.

Connie Gates, CBS's young songstress from the midwest, is probably the first radio artist inquisitive enough to explore all the behind-the-scenes activities in radio. Most of them don't look much farther than the mike into which they sing. Connie arranged a tour of the control and master-control rooms, with an engineer to explain just how everything worked. Her guide took a microphone apart to show her how it functioned.



Ed Hill, Ted Husing and others . . . Floyd Gibbons may



VERA VAN, GEORGE GIVOT and CHARLIE ADLER

Charlie, who is one of the Yacht Club Boys, had to show off that electric train that Santa brought him. That more natural than for him to invite the beautiful Vera and the Grik-spikking George to inspect the rolling stock.

sign to do five-minute historical shots on wax for an oil company.

Charles Carlile took his first vacation in three years, when he went to Pinehurst, N. C., for five days between his weekly broadcasts . . . Max Baer and George Givot, the Greek Ambassador of Good Will, are appearing together at New York's newest and most elaborate night club. They are auditioning this week for a commercial . . . Lew White has been signed up by his NBC paying sponsor for an additional six months . . . Mildred Bailey is moaning the woes of the "of rockin' chair" into a movie mike these days, in a series of shorts now being made by "Educational" . . . Gypsy Nina has just finished a movie short which will be released soon—Islam

Jones, the song-writing maestro, appears with her . . . Leah Ray is talking terms for working in some movie shorts while she is in New York. Miss Ray, if you recall, appeared with Maurice Chevalier in "A Bedtime Story" . . . Stoopnagle and Budd completed a movie short last week and the execs decided to give the boys a contract for five more after they saw the preview . . . Ted "Blobber" Bergman, Vera Van, Irving Kaufman and Shirley Howard have been engaged by Warner Brothers for a radio newsreel series which will be released in January . . . Listening and looking in on the Stoopnagle and Budd program of the new series, your snoop saw Miss Van, who does the singing, park her gum before she stepped to the mike, and go back for it immediately

HARRIET HILLIARD

It's cold in them thar hills but no winter blasts are going to bother this blonde vocalist with Ozzie Nelson's orchestra when she's dressed in this chic skating costume.

after her bit. This new show is entertaining but fifteen minutes seems much too short . . . Complying with the provisions of her contract with the sponsor, Vera will retire from participation in sustaining programs and from now on will confine her radio work to her commercial . . . Irene Taylor seems to be improving on that ciggie program with each broadcast.

Shirley Howard's shaving cream sponsor is buying time for five broadcasts weekly instead of three and will broadcast the program from different cities each week. Members of the cast will be booked in theaters along the route. The new arrangement will commence shortly after January 1 . . . Ethel Shutta and George Olsen are negotiating a proffered commercial which will reunite this favorite pair on the airwaves in four weeks. Miss Shutta will continue on her NBC chocolate commercial also . . . A new commercial, with Leon Belasco doubling as master of ceremonies and orchestra leader, will be announced shortly.

London Gets Lyman

Abe Lyman has signed contracts to appear with his orchestra next summer at the Kit Kat Club in London theaters, spend two weeks at Monte Carlo and make theater appearances in Paris. This will be Lyman's second Kit Kat Club engagement . . . Amazing response from visible audiences to Lyman's use of songs a year or more old at the New Yorker has prompted the maestro to schedule a series of radio programs featuring songs of recent (Continued on Page 21)

FROM "FLAT ON HER FACE" TO THE TOP OF THE AIR

THE musical comedy stage has given radio its latest romantic singing team. Katherine Carrington and Milton Watson, starred in "An Evening in Paris," a Sunday night feature over the CBS network. Katherine's last Broadway engagement before she began her present radio series was the lead in Jerome Kern's "Music in the Air," while Milton, no newcomer to radio, sang the hit, "Let's Call It a Day," in the Broadway revue, "Strike Me Pink."

Katherine and Milton came to the stage and to radio by radically different routes. From childhood, it was Katherine's ambition to win fame behind the footlights, while Milton, although an active participant in school plays and glee club concerts, never considered the stage seriously as a career. He could not quite make up his mind whether he wanted to be an athletic coach or a music teacher.

When Katherine completed her course at dramatic school, she had an idea that she would become famous as a Shakespearian actress. She envisioned in lights over a Broadway theater-marquee: "Katherine Carrington in 'Romeo and Juliet,'" and her first professional appearance in a tabloid musical at a Peoria, Ill., vaudeville theater was nothing like a satisfactory substitute. Nervous and inexperienced, she fell flat on her face during the first dance routine but, with the instinct of a born actress, she made it appear that the mishap was a part of the act.

Five years in vaudeville, stock companies and road companies of Broadway shows followed.

Her role as the French vamp in the road company of "Princess Charming" really led to her later successes. This was the part which Jeanne Aubert had

played on Broadway. When the road company disbanded, Katherine returned to New York rather disgusted with her progress toward stardom. She discovered that her name was unknown in theatrical booking offices. To her annoyance: "I'm Katherine Carrington," the invariable reaction of the booking agents was "So what?"

But one day, after going through the usual routine in a booking office, she said: "I've just come back from playing the Aubert part in 'Princess Charming' on the road," and the booking agent jumped out of his chair in excitement. Before Katherine could get her bearings, she had been whisked to the stage of the Imperial Theater, where Ed Wynn was indulging in some very untheatrical hysterics. Aubert, leading lady of his show, "The Laugh Parade," had been taken ill suddenly and he was trying to make up his mind whether to close the show until she recovered.

When the booking agent burst upon the stage with Katherine in tow, Wynn listened impatiently to his story and dubiously agreed to try out the substitute in the part. Two hours before curtain time and a whole role to master, including several songs—it was just about as tough an assignment as has ever been given to an actress.

Her ten days in the part opened the way to leading roles in "Face the Music" and "Music in the Air." She was a Broadway star at last.

Watson was completing his course in music at San Jose State College, where he was a star at football, basketball and track, when the break came that eventually carried him to a footlight career. Strolling down the street with a friend one day, he was introduced by his



KATHERINE CARRINGTON and MILTON WATSON
... Their songs of sentiment are clicking ...

companion to Paul Ash, who was leading an orchestra in San Francisco.

Ash asked Milton's companion if he knew where a certain tenor could be located.

"I'm sure I don't know," the friend answered, "but this fellow, Watson, is a pretty fine tenor. How about using him?"

Ash gave Milton an audition and the job of featured vocalist with that maestro's orchestra was his upon his graduation. Watson stayed with Ash for five years, four of them in Chicago. When Ash took his orchestra east to the New York Paramount, Milton left to take a role with the Four Marx Brothers in their talkie, "Animal Crackers." Engagements in the Broadway musical successes, "Sons of Guns," Earl Carroll's "Vanities," and "Strike Me Pink" followed.

Three years ago, Watson made his radio debut with Helen Gilligan in Mark Warnow's CBS "Star Reveries."

FROM A BOW TO A BATON IN 2 ROUNDS

A REVOLUTION made Enric Madriguera compromise with his budding career as a world-famous concert violinist. A fist fight at Monte Carlo in defense of two American girls made him consider himself fortunate that he had already effected that compromise.

For Enric, leader of New York society's favorite dance orchestra, can still play the violin for dance numbers but he can't play Debussy, or Beethoven or Brahms. And the doctors say it will be at least two years before he can regain the use of that broken little finger on his left hand, so important to a concert violinist.

Madriguera and his orchestra, now playing nightly over an NBC network from the Empire Room of the Waldorf Astoria, were filling an engagement at Monte Carlo's famed Casino last summer when two of the American girls in the floor show became engaged in an argument with one of the waiters. Another waiter joined in the row and the girls were being treated quite roughly when Enric interfered. He succeeded rather quickly in routing the tray jugglers but that precious little finger was broken.

Enric made his debut as a concert violinist at the age of five. He was a student under the great Leopold Auer and was a protegee of Enrico Caruso, who gave him the Stradivarius which he still plays. He made a number of world concert tours alone and others with Caruso, gaining a place among the really important concert violinists.

But radio had already made serious inroads on the concert stage when the fortune of the Madrigueras was wiped out by the cataclysm that sent the Bourbon dynasty into exile from Spain. Enric had to consider for the first time in his life the possibilities of making a living out of his musical training, which had cost his parents so many thousands of dollars.

He organized an orchestra and played Spanish dance music. Some of his early orchestra engagements in this country were at the Biltmore and the Commodore in New York. Later he played at the Place Pigalle, one of the ultra-smart New York night clubs of the pre-repeal era.

Madriguera "exercises" for two hours a day. He



ENRIC MADRIGUERA

... A revolution halted his career as a concert violinist ...

doesn't need to resort to the usual form of setting up exercises or his fencing and boxing, at both of which he is adept, to keep his figure slim or to maintain perfect physical condition. But that broken finger is the part of his body that needs exercising.

As soon as he has had his cold shower in the morning, he dons a white knitted glove, which contains a strong elastic that fastens to the end of the injured finger. During the next two hours he continues to flex

that finger again and again, even while he is eating his breakfast. Under this treatment, the finger is slowly regaining its strength, but it will still be a long time before he can use it to play the classics and his favorite Spanish music. He takes all this philosophically, realizing that if he were still a concert violinist the mishap might have been ruinous to his career. As it happens, it merely keeps him from playing the music out of which he derives the most personal enjoyment.

TYING A GYPSY TO ONE POST

HARRY HORLICK, leader of the A & P Gypsies, heard Monday nights on an NBC-WEAF coast-to-coast chain, is celebrating his eleventh year of sustained broadcasting for the same sponsor. Horlick has held his place throughout the years because of his ability to play songs that are a little different from most of those heard on the air, and because he can give a different twist to the melodies that everybody else plays.

Horlick specializes in folk songs of all nations, and his musical library is replete with his type of melody. He personally obtained most of them on his various tours.

Harry Horlick is a gypsy—not an A & P Gypsy, and not a child of Romany camps, but a true nomad in background and inclination. He was born in Cheringow, a hamlet near Moscow, and studied in Tiflis, romantic city of the Caucasus. It was in the conservatory in that city that Horlick first studied music, under the tutelage of his brother, who was concert-meister of a symphony orchestra there.

A graduate of the Tiflis conservatory and a full-fledged musician, Horlick went to Moscow and played in symphony orchestras. Then the war broke out and Harry entered the Russian army. For more than two years he did not touch his violin. When the revolution overthrew the Romanoffs, Horlick was seized by the Bolsheviks.

Instead of sending him to Siberia, the revolutionists drafted Horlick into a symphony orchestra, and later he was assigned to play in an orchestra for the communized opera, visited by the Russian dictators. Harry never "played fiddle for the Czar," however, thereby differentiating himself from most of the radio maestros who hail from Russia.

Horlick tried to escape on several occasions, and one night he succeeded. He traveled only at night, hiding by day, and finally reached Tiflis where friends hid him until they could sneak him away to Constantinople.

Here his famous music collection started.

Leaving Turkey, Horlick came to America, paying for his passage by giving violin solos. It wasn't long before he figuratively hoisted his violin over his shoulder and set out for new lands. In France and Italy, Germany, Austria, Hungary, China and Japan he wandered, listening for melodies which he jotted down on paper for future use. Often he spent days with bands of real gypsies, playing for them and in turn learning their distinctive folk tunes.

Africa was the next stop on Horlick's unplanned tour, and then through the Antipodes to gather still more material. A jump across the water, and he was in South America, visiting every colony and country in our southern neighbors' boundaries. By degrees he came north, traveling through most of the states.

One morning eleven years ago, a little group of five musicians gathered in New York City. They played haunting gypsy airs of their native Russia. No one had ever heard anything just like it before. A representative of radio was present, and Horlick was asked to bring his five men to the broadcasting studio the following day. He did, and the A & P Gypsies went on the air as a commercial feature.

A year went by and the Gypsies numbered fourteen. The NBC came into being, and with it the networks. Soon requests began to arrive from radio fans, asking Horlick to depart from his Gypsy music a little and present other types of compositions in their individual style. So the Gypsies added a brass section, blossomed out as a small orchestra, and put on a more varied program.

The Horlick band grew in personnel, grew until it reached its present proportions. It can now play anything from a dainty string quartet to a Beethoven symphony, from a military march to an up-to-the-minute interpretation of a sophisticated melody. Always that haunting, native music of many lands is included in the programs, however.



HARRY HORLICK

... A "Gypsy" who has stayed in one spot for eleven years ...

AWARDS IN NINTH BETTER RADIO CONTEST

Report of Judges

RADIO GUIDE's Ninth Better Radio Program Contest, covering the Chase and Sanborn Coffee Hour with Eddie Cantor, attracted the largest number of entries since the present series of competitions was launched. A total of 6,231 listeners competed and the program as a whole pleased 5,525 of these for the record popularity percentage of 95.

Cantor himself won the approval of 5,574 and was criticized adversely by 657 for a percentage of 89. Rubinoff's orchestra won favorable comment from 3,683 and was disliked by 188 contestants, for a percentage of 95. Rubinoff's violin solos received 3,842 favorable comments and 219 which were adverse.

James Wallington, the announcer, who also acts as straight man for Cantor, scored the highest popularity percentage with 5,340 favorable comments and only 51 against. Ninety-nine percent of those who commented on his work were favorably impressed.

In spite of the overwhelming popularity of the program as a whole, there were certain features of the presentation which drew the virtually unanimous disapproval of those who commented on them at all. A total of 614 contestants reported objections to the applause and laughter of the studio audience at costuming and grimaces which fail to register at the other side of the loudspeaker. A hundred percent of those commenting on this phase of the program objected to audience noise in the studio. The use of Rubinoff as the butt for Cantor's gags also drew the fire of 686 contestants and not one registered approval of this device.

The method of handling the commercial credit on this program was also rather generally criticized. A total of 1,385 entrants commented favorably on the advertising and 906 found it objectionable.

First prize goes to Roscoe Gilmore Stott, of Cincinnati, O., for an intelligent critical discussion of the program and an incisive analysis of Cantor's ability to keep his listeners amused. In the face of the almost unanimous approval of the program on the part of the contestants, the fact that Dr. Stott failed to offer any constructive suggestions for changes that would improve the presentation did not militate against him in the consideration of the judges.

Mary Lauber, of Philadelphia, winner of the second prize, also commented wisely on the various aspects of the program and her criticisms of the studio noises and the character of the advertising were representative of the reactions experienced by many other contestants.

Program: Chase and Sanborn Hour

FIRST PRIZE—\$25.00

Dr. Roscoe Gilmore Stott, 540 Howell Ave., Cincinnati, O.

SECOND PRIZE—\$10.00

Mary E. Lauber, 119 W. Abbotsford Ave., Philadelphia, Pa.

\$5.00 PRIZES

Eunice Irwin, 2000 Grand Ave., Decatur, Ill.

Whidden Johnson, 25 Forest Ave., South Portland, Me.

E. M. Adams, 1104 Penn Street, Kansas City, Mo.

Chase and Sanborn Program Scoreboard

How the contestants rate the program as a whole and the individual stars:

	Number for	Number against	Percentage for	Percentage against
The Program	5525	276	95	5
Eddie Cantor	5574	657	89	11
Rubinoff's				
Orchestra	3683	188	95	5
Rubinoff's solos	3842	219	94	6
James Wallington				
(Announcer)	5340	51	99	1
Advertising	1385	906	60	40
Studio Applause				
and Laughter	0	614	0	100
Cantor's Ribbing				
of Rubinoff	0	686	0	100

representative of the reactions experienced by many other contestants.

Five dollar prizes were awarded to the following: Eunice Irwin, Decatur, Ill.; Whidden Johnson, South Portland, Me.; and E. M. Adams, Kansas City, Mo.

The following were given honorable mention

Pauline Silver, 22 Vineland Terraces, Hartford, Conn.

Robert Wenning, 16 E. 19th St., Covington, Ky.
Joseph Segal, 15 West 86th St., New York, N. Y.

Mrs. Walter Park, Jr., Texarkana, Ark.

Mary Cross, 705 Woodlawn Ave., Rockford, Ill.
Miss E. Johnston, 975 East Boulevard, Cleveland, Ohio.

Jack V. Nichols, 6639 South Union Ave., Chicago, Ill.

J. Kenneth Binning, 344 No. 3rd St., Lincoln, Neb.

George K. Leary, 17 William St., East Orange, N. J.

Results of Radio Guide's Tenth Better Radio Contest, covering the Seven Star Revue, featuring Jane Froman, will appear in next week's issue.

THE JUDGES

Winning Letters

First Prize \$25.00

The new program of Cantor, King of Comics, wins!

Mr. Cantor surpasses all radio comics not in material, not in singing voice, scarcely from the viewpoint of variety. He is the only one who is psychologically sound in his methods. He has mastered the very difficult technique of pushing his personality through the air. He knows that great

humor in a comedian lies in having us laugh at him. Like Chaplin, he knows that we humanly laugh at one in difficulties. He dramatizes himself as frail, his voice asks our sympathy even as we laugh. It is the rare gift of humor through pathos.

Again, he is ably abetted by Mr. Rubinoff—the only leader who uses craftsmanship in his own skillful arrangements of familiar semi-classics and classics—or those of a masterful aide. And by an announcer of rare versatility and uncanny intelligence.

The result: A balanced program that makes Mr. Cantor's comic contemporaries appear shoddy, unskilled and vacuous; an hour of rather wild extremes in sentiment and comedy; a sales promotion that is not repulsive. Flawless? No. Merely intelligent entertainment.

Dr. Roscoe Gilmore Stott,
540 Howell Avenue,
Cincinnati, Ohio.

Second Prize \$10.00

The Chase and Sanborn Coffee Hour, a deft blending of humor, music, and food for thought, provides excellent entertainment. Eddie Cantor's quips have direct appeal, an air of spontaneity and are touched with both humor and pathos. His comments are timely, and often there is wisdom beneath his banter. His references to Ida and his daughters, his mock "ribbing" of Rubinoff exemplify the human spark. He's a person first, a comedian secondly.

James Wallington, announcer, whose cool voice won him the 1933 diction award, is engaging as Eddie's stooge and partner. The music is varied and expertly presented. Rubinoff's violin solos are impressive. By artistry of arrangement and interpretation, he brings forth even a popular melody's latent melodic possibilities; its true beauty and significance.

As improvement I suggest elimination of studio capers provoking laughter. Fundamentally radio programs are created to please listeners. Until television becomes a definite part of radio reception, studio capers should be taboo. They make listeners feel slighted, resentful. Such mental attitude diminishes appreciation and interest which sponsors seek to retain.

The advertising suffers from repetition and exaggerated claims for the product, causing listeners to mimic disparagingly. The time has come to inaugurate something original and convincing.

Mary E. Lauber,
119 W. Abbotsford Avenue,
Philadelphia, Pa.

MR. FAIRFAX KNOWS THE ANSWERS

Arthur Fairfax, a veteran of radio who knows all the stars personally, will do his utmost to answer your query in the earliest possible issue of RADIO GUIDE. The only exceptions will be those questions that are not of sufficient general interest to merit response in print; and such inquiries will be answered direct, if accompanied by a stamped envelope. Address all questions to Arthur Fairfax, RADIO GUIDE, 423 Plymouth Court, Chicago, Ill.

Mrs. S. S., Mt. Carmel, Pa.—"Cecil and Sally" is an electrically recorded program. It is produced on the west coast. Details as to cast, etc., will follow.

F. A. R., Frankfort, Ind.—Happy Jack Turner is working at WHAS, Louisville, and broadcasting over the "Center of Population" chain, which includes WSM, Nashville, and WCKY, Covington, Ky. Chuck and Ray last reported at WSM, Nashville. Turner may be heard over WSM week mornings at 8:45 o'clock CST. And J. Oliver ("Duke") Riehl is now special production man at WSM. Seems as if WSM is getting them all!

Be nice, you orchestra fans, and quit sending quarters to the Music Corporation of America for band leaders' pictures.

On a tip which appeared here, thousands of listeners have deluged MCA for pictures, and the supply is now exhausted. Maybe I should go into the business. Should I?

J. M., Philadelphia, Pa.—Joe Sanders, on a tour of one night stands through the middle west, is at present in Cincinnati. He is not broadcasting.

Mrs. M. J. J., Peoria, Ill.—It was out of respect to Irma Phillips' wishes that she was not given credit for her double role in "Today's Children." She had desired to remain unidentified. The baby in the photograph was just one borrowed for the occasion to lend naturalness. A director is required to properly time, rehearse and present a radio sketch. Arthur Jacobson was born on October 9, year unknown to us.

Mrs. C. M., Norfolk, Va.—Following is the cast of "Painted Dreams." Mother Monahan, Bess Flynn; Valerie, Mary Allick; Joyce, Kay Chase; Alice, Alice Hill. The sketch is directed by Edward Smith from script written by Kay Chase, a member of the cast.

M. J. I., Peoria, Ill.—Not all back copies of Radio Guide are available for sale. Send a list of your missing copies to the Circulation Department, and they'll do their best.

H. G., Brooklyn, N. Y.—Jack (Vin Hawthorn) Arnold is not on the air on a regular schedule and is definitely written out of Myrt and Marge. The new Marge "heart" in that sketch is Gene Kretsinger, who'll actually marry Marge (Donna Damerel) Minter on Saturday, Dec. 30.

H. L. P., Bucknell, Ind.—"The Smith Family" is no longer being presented on the air. The cast is broken up and its members so widely scattered that it is impossible to learn their whereabouts.

Listener—Wallace Butterworth, now in New York, has been broadcasting the General Mills news broadcasts over the CBS network. Now that this service is to be discontinued his plans are probably not settled. Everett Mitchell broadcasts only over NBC affiliated stations. Sorry, NBC has not disclosed any further plans.

for the Mitchell-Glen or Mitchell-Larsen combinations. Elder Michaux and his congregation are Negroes of the Congregation-ahist faith.

Mrs. I. P., Willimantic, Conn.—Asher and Little Jimmy programs are broadcast daily except Sunday and Monday at 6:15 EST over the CPG group of stations which includes WCKY, Covington, Ky.; WHAS, Louisville, Ky. and WSM, Nashville, Tenn. They may also be heard occasionally on WSM Saturday night programs.

E. L., Hamilton, Ont.—Ted Lewis and his orchestra are not broadcasting at present, but in Martin Lewis' interesting column this week you will find a reference to a possible program still to be announced.

J. H., St. Paul, Minn.—A letter addressed to Baby Rose Marie, care of the National Broadcasting company, New York, N. Y., will be delivered to the juvenile star. No new plans for Elmer Everett Yess are announced.

By
The Voice of Experience

Young Love

L. R.

Troubled Wife

A 2nd Wife

Mental Taint

A black and white photograph of a man in a suit, looking down at a document he is holding. The image is grainy and has a high-contrast, almost stencil-like quality. The man is positioned in the center, with his head tilted slightly downward. He is wearing a dark suit jacket over a light-colored shirt. The background is indistinct and blurry.

Your Friend and Adviser
THE VOICE OF EXPERIENCE

Heartuck

It is possible that he would find nothing over which you and your husband need to worry in which case I would be the first to congratulate you. But on the other hand he might thoroughly confirm your fears in which case it would be most advisable I can assure you to accept a war as motherhood and fatherhood by adopting a carefully selected little tot. If you decide to act upon this advice, won't you write me of the outcome, for I assure you I am interested in every case that is brought to my attention. I can always find a moment in which to check up on a case already handled either through my broadcasts or through the column in Radio Guide.

Sunday, Dec. 31

Features: Sentinels 4:30 P.M. NBC Iturbi 6:00 P.M. NBC Big Ben 6:45 P.M. CBS

Notice

These programs as here presented were as correct and as accurate as the broadcasting companies and RADIO GUIDE could make them at the time of going to press. However, emergencies that arise at the studios sometimes necessitate eleventh hour changes in program listings, time etc.

MORNING

8:00 A.M.

NBC—Monday Hour—guest soloist, Grande Trio WFAF WGY
CBS—Organ Revue C. A. J. Parmentier WABC
NBC—Tune Pictures Ruth Peppé pianist, mixed quartet WJZ WBAL WBZ WBZA
WJSV—Elder Melrose Congregation
WNAC—Radio Caribbees

8:30 A.M.

CBS—Artist Retic Charlotte Harcourt contralto Crane Under base WABC
NBC—Low White at the Door Organ WJZ WBAL WBZ WBZA
8:45 A.M.

CBS—The Radio Spokiest WABC
WNAC—News Flash Weather
9:00 A.M.

NBC—The Halladeers male chorus instrumental WFAF WGY
CBS—Judy Buckle the first program WABC WOKO WAAB WBAL WJSV
NBC—Chorus a Half vocal and instrumental quartet WJZ WBAL KDKA WBZ WBZA
WCSH—Chorus Choir
WNAC—Radio Caribbees

9:30 A.M.

NBC—The Halladeers male chorus instrumental WFAF WGY
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WCSH—Chorus Choir
WNAC—Radio Caribbees

10:00 A.M.

NBC—The Halladeers male chorus instrumental WFAF WGY
CBS—Judy Buckle the first program WABC WOKO WAAB WBAL WJSV
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NBC—The Halladeers male chorus instrumental WFAF WGY
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NBC—The Halladeers male chorus instrumental WFAF WGY
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NBC—The Halladeers male chorus instrumental WFAF WGY
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WNAC—Radio Caribbees

2:00 P.M.

NBC—The Halladeers male chorus instrumental WFAF WGY
CBS—Judy Buckle the first program WABC WOKO WAAB WBAL WJSV
NBC—Chorus a Half vocal and instrumental quartet WJZ WBAL KDKA WBZ WBZA
WCSH—Chorus Choir
WNAC—Radio Caribbees

2:15 P.M.

NBC—The Halladeers male chorus instrumental WFAF WGY
CBS—Judy Buckle the first program WABC WOKO WAAB WBAL WJSV
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WCSH—Chorus Choir
WNAC—Radio Caribbees

3:00 P.M.

NBC—The Halladeers male chorus instrumental WFAF WGY
CBS—Judy Buckle the first program WABC WOKO WAAB WBAL WJSV
NBC—Chorus a Half vocal and instrumental quartet WJZ WBAL KDKA WBZ WBZA
WCSH—Chorus Choir
WNAC—Radio Caribbees

3:15 P.M.

NBC—The Halladeers male chorus instrumental WFAF WGY
CBS—Judy Buckle the first program WABC WOKO WAAB WBAL WJSV
NBC—Chorus a Half vocal and instrumental quartet WJZ WBAL KDKA WBZ WBZA
WCSH—Chorus Choir
WNAC—Radio Caribbees

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WCSH—Chorus Choir
WNAC—Radio Caribbees

Radio Guide

Features: Sentinels 4:30 P.M. NBC Iturbi 6:00 P.M. NBC Big Ben 6:45 P.M. CBS

LOG of STATIONS

(NORTH ATLANTIC EDITION)

Call Letters	Kilo-cycles	Power Watts	Location	Network
KDKA	990	50,000	Pittsburgh Pa.	NBC
WAABT	1410	500	Boston Mass.	CBS
WABC	860	50,000	N Y City N Y.	CBS
WBAL	1060-760	10,000	Baltimore Md.	NBC
WBZ	990	25,000	Springfield and Boston Mass.	NBC
WCAU	1170	50,000	Philadelphia, Pa.	CBS
WCSH	940	1,000	Portland Me.	NBC
WDRCT	1330	500	Hartford Conn.	CBS
WEAF	660	50,000	N Y City N Y.	NBC
WEEI	590	1,000	Boylston Mass.	NBC
WFI*	560	500	Philadelphia, Pa.	NBC
WGV	790	50,000	Schenectady N Y.	NBC
WHAM	1150	25,000	Rochester N Y.	NBC
WJAS*	1290	1,000	Pittsburgh Pa.	CBS
WJSV*	1460	10,000	Washington D.C.	CBS
WJZ	760	50,000	N Y City N Y.	NBC
WLIT†	560	500	Philadelphia, Pa.	NBC
WLW*	700	50,000	Cincinnati Ohio	NBC
WNAC	1230	1,000	Boston Mass.	CBS
WOKO†	1440	500	Albany N Y.	CBS
WOR	710	500	Newark N J.	NBC
WRC†	950	500	Washington D.C.	NBC
WRVA†	1110	5,000	Richmond Va.	NBC
WTIC†	1060	50,000	Hartford Conn.	NBC

*Network Programs Listed Only
†Full Day Listings Night Network Only
*Evening Program Listings Only
*Local Day Listings Full Night.

AFTERNOON

12:00 Noon

NBC—Major Bowes Captain Family WFI WGY
WIT

CBS—The Lake City Tabernacle Choir and Organ WABC WJAS
WBZ WBZA—Paddy Scobie with Everett Smith
WCAU—Walter Towner
WOR—The Van Hornes and Its New City
Vocalists

12:15 P.M.

NBC—The Major Bowes Captain Family WFI WGY
WIT

CBS—The Lake City Tabernacle Choir and Organ WABC WJAS
WBZ WBZA—Paddy Scobie with Everett Smith
WCAU—Walter Towner
WOR—The Van Hornes and Its New City
Vocalists

12:30 P.M.

NBC—The Major Bowes Captain Family WFI WGY
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WBZ WBZA—Paddy Scobie with Everett Smith
WCAU—Walter Towner
WOR—The Van Hornes and Its New City
Vocalists

1:00 P.M.

NBC—The Major Bowes Captain Family WFI WGY
WIT

CBS—The Lake City Tabernacle Choir and Organ WABC WJAS
WBZ WBZA—Paddy Scobie with Everett Smith
WCAU—Walter Towner
WOR—The Van Hornes and Its New City
Vocalists

1:15 P.M.

NBC—The Major Bowes Captain Family WFI WGY
WIT

CBS—The Lake City Tabernacle Choir and Organ WABC WJAS
WBZ WBZA—Paddy Scobie with Everett Smith
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WBZ WBZA—Paddy Scobie with Everett Smith
WCAU—Walter Towner
WOR—The Van Hornes and Its New City
Vocalists

1:45 P.M.

NBC—The Major Bowes Captain Family WFI WGY
WIT

CBS—The Lake City Tabernacle Choir and Organ WABC WJAS
WBZ WBZA—Paddy Scobie with Everett Smith
WCAU—Walter Towner
WOR—The Van Hornes and Its New City
Vocalists

2:00 P.M.

NBC—The Major Bowes Captain Family WFI WGY
WIT

CBS—The Lake City Tabernacle Choir and Organ WABC WJAS
WBZ WBZA—Paddy Scobie with Everett Smith
WCAU—Walter Towner
WOR—The Van Hornes and Its New City
Vocalists

2:15 P.M.

NBC—The Major Bowes Captain Family WFI WGY
WIT

CBS—The Lake City Tabernacle Choir and Organ WABC WJAS
WBZ WBZA—Paddy Scobie with Everett Smith
WCAU—Walter Towner
WOR—The Van Hornes and Its New City
Vocalists

2:30 P.M.

NBC—The Major Bowes Captain Family WFI WGY
WIT

CBS—The Lake City Tabernacle Choir and Organ WABC WJAS
WBZ WBZA—Paddy Scobie with Everett Smith
WCAU—Walter Towner
WOR—The Van Hornes and Its New City
Vocalists

2:45 P.M.

NBC—The Major Bowes Captain Family WFI WGY
WIT

CBS—The Lake City Tabernacle Choir and Organ WABC WJAS
WBZ WBZA—Paddy Scobie with Everett Smith
WCAU—Walter Towner
WOR—The Van Hornes and Its New City
Vocalists

NBC—Organ Recital WJZ WBZ WBZA WBAL
KDKA—Vespers Services

4:45 P.M.

WBZ WBZA—Massachusetts Bay Column Organ
1 Archer

5:00 P.M.

NBC—Dramatic Organ WFAF WEEI WSH WGY
WFI

CBS—Flutes and Drums dramatization WABC
WAAB WJAS WJSV

NBC—National Vespers WJZ WBAL WBZ
WBZA

WCAU—Rev. Donald G. Barnhouse
WNAC—at. Moore's Orchestra, Alice O'Leary,
contralto

5:15 P.M.

NBC—Organ Recital of Seven Organizations WFAF
WJZ WGY WFI WEEI

WNAC—Hawaiian Echoes

5:30 P.M.

NBC—Talk a Picture Time sketch WFAF WEEI
WJZ WGY WFI WEEI

CBS—Frank Crane and John Sanderson songs
WABC WOKO WAAB WCAU WDRR WJSV

NBC—Grand Hotel dramatic sketch WJZ
WBAL WBZ WBZA KDKA

WNAC—Twilight Harmony Jean Martin soprano
WOR—Robert Reno "Town Talk", Gypsy Or-
chestra

WRVA—Lillian Sprague lecture

5:45 P.M.

WNAC—News Flash Weather
WRVA—Organ Recital

NIGHT

6:00 P.M.

NBC—Elizabeth H. Clark and organ WFAF
WEEI WSH WFI WGY WRVA

CBS—Surprise Vocal Melodrama with Song
Reverend's Orchestra Organ Soloist
and Musician WABC WABC WCAU
WJAS WJAS

NBC—Surprise Vocal Melodrama with Song
Reverend's Orchestra Organ Soloist
and Musician WABC WABC WCAU
WJAS WJAS

WNAC—Hawaiian Echoes
WOR—Robert Reno "Town Talk", Gypsy Or-
chestra

6:15 P.M.

KDKA—Weather and Sports

6:30 P.M.

CBS—Surprise Vocal Melodrama WABC WOKO
WAAB WCAU WDRR WJAS WJAS

KDKA—Hawaiian Echoes
WEEI—The Lake City
WNAC—Hawaiian Echoes
WOR—Robert Reno "Town Talk", Gypsy Or-
chestra

6:45 P.M.

CBS—New Year Eve program WFI WGY
WJZ WBZ WBZA WJAS WJAS

WLW—Hawaiian Echoes
WOR—Surprise Vocal Melodrama with Song
Reverend's Orchestra Organ Soloist
and Musician WABC WABC WCAU
WJAS WJAS

7:00 P.M.

NBC—Hawaiian Echoes
WCAU—Hawaiian Echoes
WJZ WBZ WBZA WJAS WJAS

CBS—The Lake City Tabernacle Choir and Organ
WABC WJAS WBZ WBZA WJAS WJAS

NBC—The Lake City Tabernacle Choir and Organ
WABC WJAS WBZ WBZA WJAS WJAS

WCAU—Hawaiian Echoes
WJZ WBZ WBZA WJAS WJAS

7:15 P.M.

WCSH—Hawaiian Echoes
WRVA—Hawaiian Echoes

7:30 P.M.

WCSH—Hawaiian Echoes
WDR—Hawaiian Echoes
WRVA—Hawaiian Echoes

7:45 P.M.

NBC—Hawaiian Echoes
CBS—Hawaiian Echoes

NBC—Hawaiian Echoes
WJZ WBZ WBZA WJAS WJAS

WEEI—Hawaiian Echoes
WNAC—Hawaiian Echoes

7:50 P.M.

WEEI—Hawaiian Echoes
WNAC—Hawaiian Echoes

8:00 P.M.

NBC—Hawaiian Echoes
WFAF WSH WGY WFI WRVA

CBS—An Evening of Music, Musical Review
WABC WOKO WABC WCAU WDRR WJAS

NBC—The Lake City Tabernacle Choir and Organ
WABC WJAS WBZ WBZA WJAS WJAS

KDKA—Weather, Sports Reports
WEEI—The Lake City
WOR—Robert Reno "Town Talk", Gypsy Or-
chestra

8:15 P.M.

KDKA—Debut Night
WOR—Vera Rudsky and Harold Triggs two
pianos

CARSON ROBISON'S
BUCKAROOS

SUNDAY 2 to 3:30 p.m.

NBC WJZ

Tues - Thurs - Fri - Sunday
10:30 A.M.
CBS-WABC

★ 1933 ★

Makes History

Don't Fail to Hear
The Special"ROSES AND DRUMS"
Broadcast of That
Great Radio Epic

★ THE ★

ROOSEVELTS
IN AMERICA

A stirring drama of the part taken by
this distinguished family from our Na-
tion's earliest days down to the history-
making epoch of 1933.

SUNDAY DECEMBER 31st, 1933
5:00 P.M. Eastern Standard Time

UNION CENTRAL LIFE
COLUMBIA BROADCASTING SYSTEM

8:00 P.M.
NBC

WOB—Ford, Erick, Sports Review

Albert Spalding

8:30 P.M.
CBS

(WEDNESDAY CONTINUED)

7:15 P.M.

NBC—Billy Batchelor sketch WEAF WGY
WJHL
CBS—Just Plain Bill, skit WABC WNAC
WJAL WJAS WJSV
NBC—Comedy of Melody WJZ WBZ WBZA
KDKA WBAL
WEEL—After Dinner Revue
WLW—Detective, Black and Blue, sketch
WOR—Glorious Heater, news commentator
WRVA—Current Events

7:30 P.M.

NBC—Lum and Abner comedy sketch WEAF
WGY WEEL WJHL WJZ
CBS—Music on the Air WABC WOKO WNAC
WJAL WJAS WJSV
NBC—Pulaski and Peckinpah WJZ WBZ WBZA
KDKA WBAL
WOR—“Terry and Ted”, adventure story, Doc
Carney
WRVA—Kiddies Club

7:45 P.M.

NBC—The Goldbergs, comedy sketch WEAF
WGY WEEL WJHL WJZ
CBS—Hoake Carter News WABC WNAC
WJAL WJAS WJSV
NBC—Irene Rich in Hollywood, skit. WJZ
WBAL WBZ WBZA KDKA
WLW—Red Davis sketch
WOR—Harry Marshfield
WRVA—Tales of the After sketch

8:00 P.M.

NBC—Jack Pearl, comedian, Cliff Hall WEAF
WGY WEEL WJHL WJZ
CBS—Ph. Dury, Frank Luther and Jack Park-
er with Vesper Ruth, vocalists WABC
WJAL WJAS WJSV
NBC—Time Tunes mystery drama WJZ WBZ
WBAL WBZ WBZA KDKA
WJAL—Love Making Incorporated
WOR—Detectives Black and Blue, mystery
drama

8:15 P.M.

CBS—Edwin C. Hill, The Human Side of the
News WABC WOKO WNAC WJHL WJAL
WJAS WJSV
WOR—Al and Lee Hester's Magicians of Melody,
William Hargrave, harpione
WRVA—Melody Mirth

8:30 P.M.

NBC—Wayne King's Orchestra WEAF WJHL
WJZ
CBS—Albert Spalding, violinist, Conrad Thibault,
bass, and Don Veschere, Orchestra WABC
WOKO WNAC WJHL WJAL WJAS WJSV
NBC—Angela Johnson, dramatic sketch
WJZ WBAL WBZ WBZA KDKA WLW
WEEL—Stage Show of the Air
WRVA—Hi Plane Jets

8:45 P.M.

NBC—Red Davis, dramatic sketch: WJZ WBZ
WBZA KDKA WBAL
WLW—Radio Court

9:00 P.M.

NBC—The Troubadours, orchestra, waltz, and
guest artists WEAF WJHL WJZ WGY
WJHL WJAS WJZ
CBS—Philadelphia Orchestra Leopold Stokow-
ski, Conductor WABC WOKO WNAC
WJHL WJAL WJAS WJSV
NBC—Warden Lames in 2000 Years in Slang
Song WJZ WBAL WBZ WBZA KDKA
WOR—Magicians of the Air Seymour Saper,
Haywood Brown, Jack Koforu and Gilbert
Seider

9:15 P.M.

CBS—Colonel Stoenage and Budd, Vera Van,
contralto Jacques Remard's Orchestra
WABC WOKO WNAC WJHL WJAL WJAS
WJSV

9:30 P.M.

NBC—Fred Allen's Revue Fredric Grofe's Or-
chestra WEAF WJHL WJZ WGY WEEL
CBS—Guy Lombardo's Orchestra, Burns and
Allen Comedy Team WABC WOKO WNAC
WJHL WJAL WJAS WJSV
NBC—John Metromack and William Daly's
Song Orchestra WJZ WBAL WBZ WBZA
KDKA
WLW—Lotion Queen Program
WOR—Half Hour in Three-quarter Time with
Johnny Miller and Garfield Swift, George
Shackley, conforline
WRVA—Dance Orchestra

10:00 P.M.

NBC—Cora Col Pipe Club of Virginia, harp and
music male quartet WEAF WJHL WJZ WGY
WJHL WJAS WJZ
CBS—Fred Waring's Orchestra WABC WOKO
WJHL WJAL WJAS WJSV
NBC—Concert Egon Petz, pianist, Symphony
Orchestra WJZ WBAL
KDKA—Honey Boy and Saxes
WBZ WBZA—Guaranteed Quartet
WOR—McMann Girls and Frank Sherry Band
10:15 P.M.
KDKA—Jack Broes's Orchestra
WBZ WBZA—Joe and Ballone, sketch
WOR—Horton Eugene Read
10:30 P.M.
NBC—National Radio Forum WEAF WEEL WGY
WJHL WJAS WJZ
CBS—To be announced WABC WOKO WJHL
WJAS

(Continued from Page 7)

years Ted Bergman's WOR twice
weekly collar commercial moves to one of
the networks after the first of the year.
Billy K Wells has been given a contract
for the same period as Jack Pearl's by the
Baron's new gelatin sponsor over NBC.
Wells will be the sole script writer for the
new show.

Dick Lebert is writing a New Year's
song which he will introduce this week on
his Breakfast Club program. Title is "The
Corner's Been Reached." When Dick
Hamber's Orchestra Frances Langford and
the Three Scamps start the new Spartan
program Sunday it will be the first time
any of them have been heard regularly on
a commercial series. Good luck to all of
them. Leo Reisman's orchestra has been
carrying on those two NBC commercials
without the assistance of their leader who
is recovering from a fractured hip.

Original Resolve

NEW YEAR'S RESOLUTION. The
person who annually goes around asking
radio artists for their New Year's resolu-
tions has resolved not to. Phil Harris
is the latest recruit to the NBC polo club
of which Frank Parker captain Rudy
Vallee had a cocktail named after him at
a Broadway bar dispensary. Al-
though the Voice of Experience's new book

KDKA—Around the Cracker Barrel
WBZ WBZA—Joe and Ballone, sketch
WCAU—Danche Callways Orchestra
WLW—Zero Hour
WNAC—Sad Samba Orchestra
WOR—Jack Artur, baritone

10:45 P.M.

CBS—Andre Kostelanetz Presents Evan Evans
and Everying McCreary WABC WOKO
WJHL WJAL WJAS WJSV
KDKA—Marty Gregor's Orchestra
WBZ WBZA—News Flashes
WNAC—News Flashes Weather
WOR—Eugene Aspert, the Whirlwind Pianist and
Orchestra

11:00 P.M.

NBC—Pekens Sisters WEAF WGY WJHL
WBZ WBZA—Three Scamps WJZ WBAL
KDKA—Sports Review
WBZ WBZA—Weather Sports Review
WCAU—Hoake Carter talk
WJHL—Dance Marathon
WEEL—Weather Forecasts News Flashes
WLW—Dinner's Sunnybrook Orchestra
WNAC—Jack Fisher's Orchestra
WOR—Moonbeams
WRVA—Dance Orchestra

11:15 P.M.

NBC—The Kings Sisters, harmony trio WEAF
WGY WJHL WJZ WBZ
CBS—Isabel Jones Orchestra WABC WOKO
WJHL WJAL WJAS WJSV
NBC—Foot Prince WJZ WBZ KDKA
WBZ WBZA—Kay Payne, vocalist
WCAU—The Metersingers
WLW—Johnny Muldowney and Orchestra

11:30 P.M.

NBC—Ken Bestor's Orchestra WEAF WJHL
WJZ WBZ
CBS—Glen Gray's Orchestra WABC WJHL
WJAL WJAS WJSV
NBC—Eddie Madruguera's Orchestra WJZ WBZ
WBAL WBZ

11:45 P.M.

KDKA—Bruno Mois's Orchestra
WCAU—Vince Travers Orchestra
WEEL—Jack Denry's Orchestra
WGY—Larry Funk's Orchestra
WLW—Evening Serenade
WOR—William Scott's Orchestra

12:00 M.M.

CBS—Orlando Nelson's Orchestra WABC WOKO
WJHL WJAL WJAS WJSV
NBC—F.M. Harris Orchestra WEAF WJHL
WJZ WBZ
CBS—Little Jack Little's Orchestra WABC
WOKO WNAC WJHL WJAL WJAS WJSV
NBC—Carlos Molina's Orchestra WJZ WBZ
WBZA WBAL

12:15 A.M.

KDKA—Marty Gregor's Orchestra
WLW—Marty Gregor's Orchestra
WOR—Freddie Martin's Orchestra

12:30 A.M.

WLW—Stan Stanley's Orchestra
NBC—Harry Somrak's Orchestra WEAF WGY
WJHL WJZ
CBS—George Hall's Orchestra WABC WOKO
WJHL WJAL WJAS WJSV
NBC—William Scott's Orchestra WJZ WBZ
WBAL

12:45 A.M.

KDKA—Jack Broes's Orchestra
WBZ WBZA—Joe and Ballone, sketch
WOR—Horton Eugene Read
1:00 A.M.
WLW—Marty Gregor's Orchestra (NBC)
1:00 A.M.
CBS—Don Rodman's Orchestra WABC

ALONG THE AIRIALTO

has been off the presses only about three
weeks it has already run into its third
edition. A fourth edition, a deluxe auto-
graphed volume, is also selling fast.

The Post Prince, Anthony Tron-
aldi, in his daily spots with Sunday morn-
ing from 11:30 to 12:45 a. m. EST on the
NBC WJZ network starting immedi-
ately. The new broadcasting schedule
for the Picken Sisters is Wednesdays at
11:00 p. m. EST over the NBC WJZ net-
work. On Thursdays and Saturday
nights at 7:30 p. m. Eddie Duchin will
make music from the swanky Central Park
Casino for the listeners who are tuned
in on the NBC WJZ network. Amos 'n'
Andy's sponsors will pay the bills.

Frank Luther's Corner

A radio artist writing his observations
of his fellow artists.

I'VE NEVER SEEN

Ben Bernie blue one Picken's sister
without the other two Jimmy Melton
when he wasn't rushing some place
Edwin C Hill without a flower in his lapel
B. A. Rolfe without a haircut or
Frank Black WITH one Jessica Drag-
onette hurry Jack Benny without that
thinkin'upaneag expression Zora
Layman with minklight Borrah Min-
nietch play a harmonica Howard Bar-
low wear anything grey Fessie Grote
leaf Mildred Bailey look at her music
a happy drummer a steady audi-
ence that didn't look thrilled A pro-
duction man who didn't look worried
Frank Crumit with a golfing tan a
carefree comedian except Will Rogers
Don Voorhees with his hair slicked
back Ramon away from the piano
when she wasn't looking for one Floyd
Gibbons without his hat on Phil Dury
WITH a hat a sax player with a reed
that suited him Rudy Vallee do the
wrong thing David Ross without a
dreamy expression Vic Young without
a cigar Paul Whiteman without a new
suit Jessica Dragonette in a night club
P. S. My best wishes to you for the
happiest of New Years.

—Frank Luther

Autograph Collector

The burglar who got into Orrel Ivan-
cock's cellar and rifled a trunk must have
been a radio fan. "Hank" who has
been a CBS production man for several
years, had built up a collection of pho-
tographs of several hundred of radio's who's
who and other who's whoers who have
broadcast over CBS personally autograph-
ed to him. And the collection, which
he prized, was all that the burglar took.
Vacation-time travelers to the Pacific

VOICE STUDY AS A SECRET VICE

(Continued from Page 3)

true sense of the word. He sang his way
through the far reaches of his country
picking up the tuneless songs of the trou-
badours and the folk numbers that were
deep-rooted in Chinese musical lore.

Hampered by want of an outlet for his
new repertoire, he determined to come to
the United States. His road was none too
smooth until the fortunate day when Cam-
pado heard him in California and decided
that the young Chinese was a coming star.
Incidentally Campado marked a turning
point in Conrad's career.

Conrad's experience as a manager of male
singers had been a th. the riva, crooners,
Bing Crosby and Russ Columbo, but here
was a voice that was different, it had a
quality so appealing that Conrad quickly
decided to take its owner under his wing.
He promptly carried Dell Campado off to
New York and the home of the great radio
chains.

Conrad's faith had an early reward as
two or three auditions set up a competi-
tion which made it obvious that Campado
would not have to hunger for employment.
It was a matter of selling his find to the
highest bidder and CBS was the winner.

coast include Ralph Wonders, CBS artist
bureau head the singing ex-cop Phil Reg-
an and Ted Husing. Columbia isn't
broadcasting the Rose Bowl game because
too many commercial programs fill the
time, but Ted wants to watch the fracas,
anyway. It would hardly be a surprise
if Wonders returned with some new stars
to build up and began with a contract
for the flickers.

Pat Davis, saxophone and clarinet virtu-
oso of the Casa Loma Orchestra, is the
lad who gets the most attention from his
fellow bandmen. It's not because he's
such an outstanding instrumentalist that
he's such a favorite with the boys, but be-
cause he happens to be the treasurer of
the Casa Loma Corporation and thus con-
trols the purse strings.

CBS Plays Santa

The Christmas spirit was not lacking at
CBS. Shortly before the holiday, Colum-
bia employees were notified that the
remainder of the pay-cut brought last year
by the depression would be restored Jan-
uary 1. Just after that came an an-
nouncement that Columbia had taken over
for Christmas Day the restaurant in the
CBS Building with a dinner invitation for
all employees who had to be on duty
Christmas Day.

Who's Afraid of Cantor and Wynne?
An evening in Paris was the first
sponsor to take a CBS niche opposite the
goggle-eyed comic and successful has their
test period been that they've just signed a
long-term renewal. And Ferd Motors,
when it takes Fred Waring and his troupe
over will occupy the following thirty
minutes also opposite Cantor. As for
Wynne, he will find new opposition in Col-
umbia's George Jessel, who will fill the
CBS 9:40 to 10:00 p. m. Tuesdays start-
ing January 2.

Heere's another silly game with radio
artists' names. After that Christmas din-
ner, felt like the Big Bad Wolf after he
had devoured the three little pigs and
Red Riding Hood at one fell swoop and
I'm afraid it must have been a nightmare,
because I was tripping down radio row
with the Mystery Chef and the Happy
Bakers and saw recipe book personalities
as Buck Rogers, a Qualee, Robert
Irwin, Stephen Fox, Bunny Laughlin of
the Honeyboners, Alvin, Byrd Bill and
Granger, Nino Martin, Gladys Rice Ann
(March of Time), Barney Alfred Little
(It's a Corn Husk O'Ware and Irvan Cobb,
maestro Frank Wiegner, or Wiegner for
my salad, Ethel Water, Isham Jones,
Frank Crumit and the Four Elton Boys.

It might have been worse; they could
have served me Apple (Bob) Tappinger
Pudding.

Campo is now heard twice a week over
stations of the junior network



**BEGINNING
DEC. 16**

**COL. STOOPNAGLE
AND BUDD**

BACK ON THE AIR

FOR PONTIAC

in a brand new
RADIO PROGRAM
COLUMBIA NETWORK
61 Stations—9:15 p.m. E. S. T.
Every WEDNESDAY & SATURDAY

Thursday, Jan. 4

Rudy Vallee 8:00 P.M.
NBC
Show Boat 9:00 P.M.
NBC

MORNING

8:00 A.M.
NBC—Radio City Organ: Richard Lebert organ
WEAF—WGY WGSN WFI
CBS—Calvin Muncie, vocal solo, conductor.
WABC—WCAI
NBC—Morning Devotions: WJZ WBAL WBZ
WBZ—KDKA
WEEL—E. B. Ridenour, meteorologist
WJSV—Frank Watanabe and Hon. Archie
WNAC—Shopping Around the Town
WOR—Program Resume
8:10 A.M.
WOR—Al Woods, songs and patter
8:15 A.M.
NBC—Don Hall Trio: WJZ WBAL KDKA WBZ
WBZ—KDKA
WCSH—Morning Devotions
WEEL—Shopping Around the Town
WOR—Al Woods, songs and patter
8:30 A.M.
NBC—Low White, organist: WJZ WBAL WBZ
WBZ—KDKA
CBS—On the Air Tonight: WABC
NBC—Cherita, inspirational, talk and music:
WEAF—WFI WGSN WGY WTCI WFI
WOR—Martha Manning, sales talk
8:45 A.M.
CBS—Sam Moore's Morning: WABC WCAU
9:00 A.M.
NBC—The Breakfast Club: WJZ WBAL KDKA
CBS—Four Boys, male quartet: WABC WOKO
WNAC—WDRB WCAI WJAS
NBC—Ted Black—Hostess: WEAF WLIT
WBZ—WBZA—Virginia Reale, talk
WCSH—Trade Review
WEEL—Jethro Institute
WGY—Forest Willis, crooner
WJSV—Woman's Hour
WOR—Edward Nel, Jr., baritone, songs, with
 Mary Max and George Shackley
WRVA—Bob and Ish
9:15 A.M.
NBC—Lauda Trio and White comedy and songs:
WEAF—WLIT WGSN WGY WEEI
CBS—In the Luxembourg Gardens: WABC WOKO
WNAC—WDRB WCAI WJAS
WCAU—Words and Music
9:30 A.M.
NBC—Bradley Kean, the Mountain Boy, hill-
 billy songs: WEAF WTCI WEEI WGSN WGY
 WLIT
KDKA—Style and Shopping Service
WBZ—WBZA—Breakfast Club, orchestra (NBC)
WNAC—Don Ross, the Swanneder
9:45 A.M.
CBS—The Mystery Club: WABC WAAB WCAU
WJAS
NBC—Wife Saver: Allan Prescott: WEAF WTCI
WGY—WEEI WGSN
KDKA—News and Work-A-Day Thoughts
WNAC—The Yankee Minors Quartet
WOR—The Singing Cowboys: Tex Fletcher
10:00 A.M.
NBC—Edward Marlback, the Gospel Singer:
 WJZ WBAL KDKA WBZ WBZA
CBS—Bill and Ginger, Popular Songs: WABC
 WOKO WCAU WJAS WAAB
NBC—Green and the House vocal and instrumental
 duo: WEAF WGY WGSN WEEI WFI
WNAC—Food and Homemaking School
WOR—Pure Food Hour
10:15 A.M.
NBC—Class Lo and Lu: WJZ WBAL WBZ
 WBZA KDKA
CBS—Visiting with Ida Bailey Allen, Radio Home
 Makers: WABC WOKO WCAU WJAS WAAB
 WJSV
NBC—Morning Parade variety musicals: WEAF
 WTCI WEEI WFI WGSN
WCAU—Pete Wooley and Organ
WGY—George's Medals
10:30 A.M.
NBC—Today's Children, dramatic sketch: WJZ
 KDKA WBZ WBZA
CBS—Gordon Robinson's Crazy Buckaroos: WABC
 WOKO WCAU WDRB WCAU WJAS
WCSH—Studio Program
WEEL—The Happy Rambler
WGY—The Shopping Bag
WJSV—Gene Stewart, organist
10:45 A.M.
NBC—Fresno Songs, Male Harmony Duo: WJZ
 WBZ WBZA WBAL KDKA
CBS—Mickey Parade: WABC WOKO WDRB
 WJAS WAAB WJSV
NBC—Morning Parade: WGSN WFI
WCAU—Bud Shays, songs
WEEL—School of Cookery
WGY—School of Cookery
WNAC—Donald Novis, tenor
11:00 A.M.
CBS—Mary Lee Taylor, kitchen talks: WJSV
NBC—Four Southern Singers: WJZ WBAL
 KDKA WBZ WBZA
CBS—Survive It Up: WABC WDRB WCAU
 WNAC WOKO
NBC—Galaxy of Stars: WGY WLIT
WCSH—School of Cookery
WEEL—Friendly Kitchen Program
WOR—Myran Rich, Mezzo Soprano
WRVA—School of Cookery

11:15 A.M.
NBC—Singing Strategy, string ensemble: WJZ
 WBAL
NBC—Frances Lee Barton, cooking school: WEAF
 WTCI WFI WGY WEEI WGSN
WJSV—School of Cookery
WOR—Dr. Arthur Frank Payne, The Psychologist
KDKA—Sammy Butler
WBZ—WBZA—Car Lansen Musicale
WCAU—School of Cookery
WJAS—Sunshine Club (CBS)
WOR—School of Cookery
11:30 A.M.
NBC—U. S. Navy Band: WJZ WBAL WBZ
 WBZ KDKA WLIT
CBS—Tony Wuna with Keenan and Phillips,
 piano team: WABC WNAC WCAU WJAS
 WJSV
NBC—Jules Landis, Troubadour of the Young:
 WEAF WEEI
WOR—Ann Stevens, Thrift Hour
WRVA—Luxury Builders
11:45 A.M.
CBS—Vladimir of Medicine: WABC WOKO WJAS
 WJSV
WBZ—WBZA—News, Ernest Beaufort
WCAU—Jean Shaw's Orchestra
WCSH—Eastland Program
WNAC—News from the Stores
WOR—Marian Rich, Mezzo-Soprano

AFTERNOON

12:00 Noon
NBC—Gene Arnold's Considerers: WJZ WBAL
 KDKA WBZ WBZA
CBS—The Voice of Experience: WABC WNAC
 WDRB WCAU WJAS WJSV
NBC—Henrietta Schumann, pianist: WEAF WTCI
 WEEI WGSN WLIT
WOR—The Magic Bowl, Claire Sugden
WRVA—Concert Pianist
12:15 P.M.
NBC—Ward and Muzzy piano duo: WJZ WBAL
CBS—The Lone Wolf: WABC WOKO WNAC
 WDRB WCAU WJSV
NBC—Johnny Marvin, tenor: WEAF WTCI
KDKA—Honey Boy and Sassafras
WBZ—WBZA—Weather, Market Reports
WCSH—Farm Flashes, Stocks and Weather
WEEL—News Flash, Market Reports
WGY—Schenectady County Council
WOR—NRA Program
12:30 P.M.
NBC—National Farm and Home Hour: WJZ
 WBAL WBZ WBZA
CBS—George Scheraga's Russian Gypsy Orchestra:
 WAB WJSV
NBC—Marine Tuna Concert Ensemble: WEAF
KDKA—News and Markets
WCSH—Dance Marathon
WGY—Farm Program
WNAC—The Shopper's Exchange
WOR—Jan Brasseur's Gypsy Orchestra
12:35 P.M.
WCAU—A Woman Looks at the World, Hope
 LeBarre Roberts
12:45 P.M.
KDKA—Ernie Holst's Orchestra
WCSH—Portland Buy Now Program
WEEL—A Bit of This and A Bit of That
WOR—Albert Bartlett, the Tango King
WCAU—The Nymphs
1:00 P.M.
CBS—Marie, the Little French Princess; drama:
 WABC WNAC WCAU
NBC—Market and Weather Reports: WEAF
KDKA—National Farm and Home Hour (NBC)
WCSH—Miniature Matinee
WGY—Albany on Parade
WJSV—Afternoon Rhythms
WOR—Musica: Revue with Myrtle Boland, The-
 mas Goodwin and Byron Holiday
1:15 P.M.
CBS—Rex and Dunn, Comedy and Songs:
 WABC WOKO WNAC WDRB WJSV
NBC—Pedro Val's Orchestra: WEAF WFI WGSN
 WEEI WTCI
WCAU—Harold Knight's Orchestra
1:30 P.M.
NBC—S. and Sade: WJZ WBAL KDKA
CBS—Easy Aces, Comedy: WABC WCAU WNAC
 WJAS
NBC—Orlando's Concert Ensemble: WEAF WTCI
 WEEI WGSN WFI
WBZ—WBZA—University Extension Course
WJSV—Popular Serenade
WOR—Bide Dudley, Theater Club of the Air
WRVA—Market Reports
1:45 P.M.
NBC—Gale Page's Orchestra: WJZ
CBS—Painted Dreams, skit: WABC WCAU WJAS
KDKA—Ernie Holst's Orchestra
WBZ—WBZA—Organ Miniatures: Dutch Threl
WCSH—Lura Thomas Brown
WGY—Orlando's Concert Ensemble (NBC)
WNAC—Luncheon Music
WOR—Freddie Furber and Edith Randoom, variety
 act
2:00 P.M.
NBC—Pickwick Papers, dramatic sketch: WEAF
 WGSN WLIT
NBC—Rex Battle's Concert Ensemble: WJZ
 WBAL WBZ WBZA KDKA

CBS—Ann Leaf at the Organ: WABC WOKO
 WNAC WDRB WJAS WJSV
WCAU—The Warwick Sisters
WEEL—Silver Lining
WGY—Haber and Curtis Says
2:15 P.M.
CBS—Ann Leaf at the Organ: WNAC
KDKA—(For once) of Hoon Trent: WABC WCAU
KDKA—State Federation, Pennsylvania Women
WGY—Household Chats
WOR—Orr Haley, soprano
2:30 P.M.
NBC—Mark Out comedy sketch: WJZ WBAL
 WBZ WBZA
CBS—American School of the Air: WABC WOKO
 WNAC WDRB WJAS WJSV
NBC—Trio Homestead: WEAF WGY
KDKA—Home Forum
WCAU—Women's Club of the Air
WGSN—Food Hour
WEEL—Food Hour
WOR—Genevieve Ford, piano recital
2:45 P.M.
NBC—Words and Music, Soloists, Narrator, and
 Orchestra: WJZ WBAL
WBZ—WBZA—Chickering Program, Nelly Brown,
 soprano
WGY—Barnacle Bill, the Sailor
WOR—The Hitmakers, Orchestra
3:00 P.M.
NBC—Ma Perkins, sketch: WEAF WGSN WEEI
 WGY WFI
CBS—Metropolitan Parade: WABC WOKO
 WNAC WDRB WJAS WJSV
NBC—The Planners, male quartet: WJZ WBAL
 KDKA
WCAU—Ica Donsante
WOR—Elizabeth McShane, "Fasluoni"

3:15 P.M.
NBC—The Upstagers, male trio: WEAF WEEI
 WGSN
CBS—The Synopsists, Harry Kogen's Orchestra:
 WJZ WBAL KDKA
WBZ—WBZA—Health, Dr. Royal S. Copeland
WCAU—Women's Club of the Air
WGY—Antonette Hasted, contralto
WOR—Show Boat Boys, harmony team
3:30 P.M.
NBC—Fastman School concert: WJZ KDKA
 WBAL
CBS—National Student Federation Program:
 WABC WOKO WNAC WDRB WJAS WJSV
NBC—Wanda's Radio Review (Claudine MacDon-
 ald, orchestra): WEAF WGY WFI WGSN
WBZ—WBZA—Home Forum Cooking School
WCAU—Christian Science Program
WEEL—Reading Circle
WOR—Dr. Anna Star, The Cloud in the Home
3:45 P.M.
CBS—The Institute of Music: WABC WOKO
 WNAC WFI WDRB WJAS WJSV
WOR—Leo Friedman's Orchestra
4:00 P.M.
NBC—Walters and Walter, organists: WEAF
NBC—Betty and Bob, dramatic sketch: WJZ
 WBAL WBZ WBZA KDKA
WCSH—WCA Program
WEEL—News Flash, Market Reports
WGY—Three School Maids
WOR—Dr. H. I. Strandengen, What's Beneath
 the Skin
4:15 P.M.
NBC—Thursday Special, Ruth Lyon, soprano;
 Edward Davies, baritone, Orchestra: WJZ
 WBZ WBZA WBAL
WEEL—Walters and Walter, organ duo (NBC)
WGY—Through the Hollywood Looking Glass
WNAC—Springfield Modern Education
WOR—Myrtle Boland, the Love Racketeer
4:30 P.M.
CBS—American Legion Speaker: WABC WOKO
 WNAC WDRB WJSV
NBC—Loretta (Clemens, pianist, with orchestra):
 WEAF WGSN WEEI
KDKA—Business News and Markets
WGY—Carmelo Frasco, pianist
WOR—Waltz Time, orchestra
4:35 P.M.
WCAU—Days Parade with Gilbert Condit
4:45 P.M.
CBS—Ye Happy Minstrel and Tiny Band: WABC
 WNAC WDRB WCAU
NBC—Wesley the Poet, dramatization of chil-
 dren's story: WEAF WEEI WLIT WGSN
CBS—Artist Recital, Theo Karla, mezzo: WOKO
 WJAS
KDKA—Duquesne Garden Band
WGY—Stock Reports
WOR—Jimmie Brerly, baritone, orchestra
5:00 P.M.
NBC—Musical Varieties: WEAF WGY WGSN
CBS—Shoppers, children's skit: WABC WOKO
 WAAB WDRB WCAU WJSV
NBC—General Federation of Women's Clubs;
 guest speaker: WJZ
KDKA—Uncle Tom and Betty
WBAL—Talk of the Times

WBZ—WBZA—New England Agriculture, E. J.
 Rowell
WNAC—Five O'Clock Revue
WOR—Studio Orchestra
5:05 P.M.
WOR—Program Resume
5:15 P.M.
CBS—George Hall's Orchestra: WAAB WDRB
 WJAS WJSV
NBC—Bobby in Hollywood, dramatic sketch:
 WJZ WBAL
CBS—On the Air Tonight: WABC
KDKA—Valon Orchestra
WBZ—WBZA—News, Henry F. Williams
WCAU—Jones Pup
WGY—Santa Claus at 1 Mickey Mouse
WLIT—Musica, Varieties (NBC)
WOR—Gypsy Orchestra and Robert Reid Town
 Talk
WRVA—Even and Salsy Goudas Garg, Sports
 Reporter
5:20 P.M.
CBS—George Hall's Orchestra: WABC WOKO
5:30 P.M.
NBC—Adventures of Dr. Doolittle: WEAF
CBS—Jack Armstrong, All American Boys:
 WABC WOKO WNAC WDRB WCAU WJAS
 WJSV
NBC—The Singing Lady, children's program:
 WJZ WBZ WBZA WBAL KDKA
WCSH—Dramatization
WEEL—National Society of Puritan Descendants
 Program
WGY—Stanley Ed McCoppell
WOR—Animals in Art and Decoration, Karl
 Freund
5:45 P.M.
NBC—Echoes of Elys, Joe White, tenor, string
 ensemble: WEAF
CBS—Manny, Adventures Club: WABC WOKO
 WAAB WDRB WCAU WJAS WJSV
NBC—Little Orphan Annie: WJZ WBAL WBZ
 WBZA KDKA WRVA
WCSH—Mahdi, the Magician
WEEL—Curt's Radio Chat
WGY—Musical Program
WNAC—Atmanio Cortes's Orchestra

NIGHT

6:00 P.M.
NBC—Xavier Cugat's Orchestra: WEAF WRVA
CBS—Huck Rogers in the 25th Century: WABC
 WOKO WAAB WDRB WCAU WJAS WJSV
NBC—Henry Jones's Orchestra: WJZ
 KDKA News 1st Hour
WBZ—WBZA—Joker Jones and His Hickory Nuts
WCSH—Dance Marathon
WEEL—C. E. Fanning, Tenor
WGY—Fanning's Favorites
WLW—Jack Armstrong, sketch
WNAC—News Flash, Weather
WOR—Luna Dances program
6:15 P.M.
CBS—Bobby Benson and Sunny Jim: WABC
 WOKO WAAB WDRB WCAU
KDKA—Songs, Program Preview
WBZ—WBZA—Richard Humber's Orchestra (NBC)
WCSH—A Book's Sports Review
WGY—Sports Review
WLW—The Emerson songs, orchestra
WNAC—Jacques Fischer's Orchestra, Betts
 Brooks, violist
6:30 P.M.
NBC—Frances Langford, Contralto: WJZ WBAL
CBS—The Upstagers, Freddie Rich's Orchestra:
 WABC WFI WDRB WJAS WJSV
NBC—John H. Kennedy, talk: WEAF WGSN
 KDKA—Examiner
WBZ—WBZA—Weather, Temperature, Sports
WEEL—News Flash
WGY—Cowboy Band
WLW—Bob Newell, Mail Pouch Sportsman
WNAC—The Merry Go Round
WOR—Liddle Jones's Orchestra
WRVA—News Reporter
6:45 P.M.
NBC—Smothersaires, Negro Quartet: WEAF WEEI
 WFI
CBS—Little Italy, drama: WABC WOKO WAAB
 WDRB WCAU
NBC—Lowell Thomas, today's news: WJZ WBAL
 WBZ WBZA KDKA WLW
WCSH—Henley Kimball Program
WGY—Musical Program
WNAC—Randy Weeks's Orchestra
WRVA—Popular Matrimonies
7:00 P.M.
NBC—Rex Cole Mountainers, hillbilly songs and
 sketch: WEAF WGSN
NBC—Mountaineers, hillbilly songs and sketch:
 WEAF
CBS—Myrt and Marge, drama: WABC WOKO
 WNAC WDRB WCAU WJAS WJSV
NBC—Anna 'n' Andy: WJZ WBAL WBZ WBZA
 KDKA WLW WRVA
WEEL—Edison Program
WOR—Ford Frick, Sports Reporter

Paul Whiteman 10:00 P.M. NBC

(THURSDAY CONTINUED)
7:15 P.M.

NBC—Rev. Batchelor, sketch: WFAF WGY WCHS
CBS—Just Plain Bill, sketch: WABC WNAE
WBAL WJAS WJSV
NBC—Three Musketeers, dramatic sketch: WJZ
WBZ WBZA WBAL
KDKA—Tom Moberg, organist
WEEL—After Dinner Revue
WLW—Broken Melodies
WOR—Gabriel Heatter, news commentator

7:30 P.M.

NBC—Tom and Jerry, comedy team: WFAF
WEEL WCHS WGY WLW
CBS—Silver Duet, program: WABC WJZ
WCAU WNAC
NBC—Lee at Cyrena, Vag Girdler, mezzo
radio Walter Goble, pianist: Eddie Duchin's
Orchestra: WJZ WBAL KDKA
WBZ WBZA—Laprel Brothers, quartet
WOR—Jerry and Ted, adventure story, Don
Carnes, narrator

7:45 P.M.

NBC—The Ginkbees, comedy sketch: WFAF
WEEL WCHS WGY WFI
CBS—Booker Carter, News: WABC WNAC WCAU
WJAS WJSV
NBC—Concert Footlights, Mario Conzi, baritone;
WJZ WBAL
WBZ WBZA—Louise the Typist, skit
WLW—Broken Melodies, Orchestra and Vocal-
ists
WOR—Maverick Jim, Dramas
WRVA—Smoky and Pecky

8:00 P.M.

NBC—Red Vallee's Orchestra, guest artists:
WFAF WEEL WCHS WGY WRVA WFI WLW
CBS—Edith Murray, songs: WABC WNAE WDRC
WJAS WJSV WCAU
NBC—Captain Diamond's Adventures, dramatic
sea story: WJZ WBZ WBZA KDKA
WBAL—Public Affairs by Frank R. Kent, po-
litical writer

8:15 P.M.

CBS—Edwin C. Hill, "The Human Side of the
News": WABC WOKO WNAC WDRC WCAU
WJAS WJSV
WOR—Wals P. L. A., tenor: Marie Gerard, so-
prano

8:30 P.M.

CBS—Voice of America, with William Lyon
Phillips, Alex Gray, and N. C. Shilkey's
Orchestra: WABC WOKO WNAC WDRC
WCAU WJAS WJSV
NBC—Adventures in Health, Dr. Norman Ben-
dison: WJZ WBAL WJZ WBZA
WOR—That's Life, Drama and News Headlines

8:45 P.M.

NBC—To be announced: WJZ WBAL KDKA
WBZ WBZA
WOR—Al and Lane Hesser, Two Pianos and John
Kelvin, tenor

9:00 P.M.

NBC—Captain Henry's Show Boat, with orchestra:
WFAF WEEL WCHS WGY WRVA WFI
CBS—Phyllis Diller, Orchestra, Leopold Stokow-
ski, Conductor: WABC WOKO WNAC
WDRC WJAS WJSV
NBC—Death Valley Days, dramatic program:
WJZ WBZ WBZA WJZ WBZA
WOR—Music of World Famous Beethoven symphonies:
Walter Ahrens, harpist, Sherman Keeley's
Orchestra

9:15 P.M.

CBS—Robert Boonick, Howard March, Andre
Kostelanetz, Orchestra: WABC WNAC WDRC
WOKO WCAU WJAS WJSV

9:30 P.M.

NBC—Richard Humber's Orchestra: WJZ WBAL
KDKA WBZ WBZA
CBS—Children's Melodies, Orchestra and Guest
Stars: WABC WOKO WDRC WJAS WJSV
WNAC
WLW—The Top Tunes
WOR—De Marco Girls and Frank Sherry, tenor

9:45 P.M.

WOR—Percy Waxman, interviewing the authors
10:00 P.M.
NBC—Paul Whiteman's Orchestra and Radio En-
semble, Deanna Taylor, master of cere-
monies: WFAF WCHS WGY WFI WFI

CBS—Gene Ray's Orchestra, Irene Taylor, songs,
Do Re Mi Trio: WABC WOKO WABC WDRC
WCAU WJAS WJSV WNAC

NBC—Hands Across the Border, soloists and
orchestra: WJZ WBAL WBZ WBZA WRVA
KDKA—Honey Boy, a liassandra
WOR—The Thompsons, organist

10:15 P.M.

KDKA—The Famous Four, Orchestra
WOR—Harlan Eugene Reed

10:30 P.M.

NBC—Echoes of the Salinas, Archer Cabinet
organist, vocal chorus: WJZ WBAL WRVA
CBS—The Sound of Music, WABC WABC WDRC
WOKO WJAS WJSV
KDKA—The Street Bridge
WBZ WBZA—Joe Rivers, Orchestra
WCAU—V. Art Travers, Orchestra

PASS GATE TO STARDOM

(Continued from Page 3)

of the showmanship business on the air waves.

Joe Penner, familiar to stage audiences, went aboard the air ship with Rudy, tried to sell his ducks to the invisible audience and was ordered back for continual performances.

These are the names that intrigue the radio whisperers who know that Rudy Vallee's program over NBC is one of the surest playing grounds of finest microphones if we must revise the language to suit the occasion and the times—for new talent which must continually be produced for this fast growing radio business.

And furthermore the wise lady in the street are wise enough to eat their earlier

words about Vallee's streak of luck. It wasn't luck that moved Rudy along the path to success.

It was Vallee's sure sense of radio showmanship, the same showmanship that is bringing the smart talk to the obvious conclusion that this thirty-two-year-old fellow is the Flo Ziegfeld on the air path-ways.

Among the artists who were already out standing when Rudy lured them to his microp one have been: Marie Dressler, Janis Juraque, Helen Hayes, Schumann, Hetty Marks, Carroll O'Connor, Joan Blondell, Dorothy Gish, Fred Astaire, Ethel Barrymore, Robert Montgomery, Katharine Hepburn, Adolphe Menjou, Helen Morgan and many others.

WNAC—Looking Over the Camera's Shoulder
WOR—The Jolly Bunch, Vocal Quartet
10:45 P.M.

CBS—Mark Warnow, Presents, Soloist, Quartet
and Orchestra: WABC WOKO WABC WDRC
WCAU WJAS WJSV

KDKA—Marti, Gregor's Orchestra
WBZ WBZA—News
WNAC—New Evening Weather

11:00 P.M.

NBC—Vocal Pops, soloist: WFAF WCHS WGY
WFI WRVA

NBC—The Leathers, soloist: WJZ WBAL
KDKA—Sports Review

WBZ WBZA—Weather, Temperature, Sports
WCAU—Booker Carter

WEEL—News Flash, Market Reports
WLW—Gus and Rasmus
WNAC—The Russian Artists

WOR—'Moonbeams'

11:15 P.M.

NBC—The Famous Four, Orchestra: WFAF WFI
WEEL WCHS WGY

CBS—Charles Carle, tenor: WABC WOKO
WABC WDRC WJAS WJSV

NBC—The Four Friends, Anthony Frome, tenor:
WJZ WBAL WBZ WBZA WBAL KDKA
WCAU—Ben Greenblatt

11:30 P.M.

NBC—The Famous Four, Orchestra: WFAF WEEL
WCHS

CBS—The Famous Four, Orchestra: WABC WDRC
WNAC WJSV

NBC—William Scott's Orchestra: WJZ WBZ
WBZ WBAL WRVA

KDKA—The Famous Four, Orchestra:
WCAU—Ernie Vallee, Orchestra
WGY—Johnny Johnson's Orchestra
WLW—Las Amigos

WOR—The Famous Four, Orchestra:
11:45 P.M.

CBS—Johnny Jones, Orchestra: WABC WOKO
KDKA—Johnny Jones, Orchestra (NBC)
WCAU—Harold Knight, Orchestra

12:00 Mtd.

CBS—Herbie Kay's Orchestra: WCAU
NBC—Ralph Kirby, the Dream Singer: WFAF
WGY WFI

CBS—The Famous Four, Orchestra: WABC WOKO
WABC WJAS

NBC—George Olsen's Orchestra: WJZ WDZ
WBZA

KDKA—Marti, Gregor's Orchestra
WLW—Donna Kay's Sunbath Orchestra
WOR—Ilon Bestor's Orchestra

12:05 A.M.

NBC—Lab Calloway, Orchestra: WFAF
12:15 A.M.
WLW—Berrie Calloway, Orchestra

12:30 A.M.

NBC—Jack Donny's Orchestra: WFAF WEEL
WGY

SEASON'S GREETINGS

To All Our Radio Friends

**ADLER
KELLY
KERN &
NANN**

The Yacht Club Boys

Seasons Greetings

To All



Charles Carlile

Wishing You Everything
You Wish for Yourself

Robert Bentley

WFBE

A Sporting Good Holiday
to Everyone

Harry Hartman

WFBE

Season's Greetings

from

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Town _____ State _____

Dragonette 8:00 P.M.
NBC

(FRIDAY CONTINUED)

7:30 P.M.

NBC—Circus Days, dramatic sketch: WEAFF WGY
WLW WTIC WEEI WCHS
CBS—Music on the Air; Guest stars: WABC
WOKO WNAC WDRG WCAU WJAS WJSV
NBC—Potash and Perlmutter: WJZ WBAL WBZ
WBZA KDKA
WOR—Terry and Ted, adventure story; Don Car-
ney, narrator
WRVA—Smilin' Ed McConnell

7:45 P.M.

NBC—Morton Lowe, tenor: WJZ WBZ WBZA
KDKA
NBC—The Goldbergs, comedy sketch: WEAFF
WEEI WCHS WLIT WGY
CBS—Boake Carter, news: WABC WNAC WCAU
WJAS WJSV
WLW—Red Davis, sketch
WOR—"Musical Fashion Plates," starring Jack
Arthur, vocalist; Audrey Marsh, vocalist;
Bill Armand, guitarist; Pauline Alpert pian-
ist
WRVA—Tarzan of the Apes, sketch

8:00 P.M.

NBC—Concert: Jessica Dragonette, soprano;
quartet; piano duo; orchestra: WEAFF WTIC
WGY WEEI WCHS WLIT WGY
CBS—Phil Dury, Frank Lother and Jack Parker
with Vivian Roth, vocalists: WABC WNAC
WDRG WJSV
NBC—Ethel Shetta, Walter O'Keefe and Don Bes-
tor's Orchestra: WJZ WBAL WBZ WBZA
KDKA
WCAU—Blanche Calloway's Orchestra
WLW—Three Moods in Blue; Franklin Bens,
tenor; Orchestra
WOR—"Detectives Black and Blue," mystery
drama

8:15 P.M.

CBS—Edwin C. Hill, "The Human Side of the
News": WABC WOKO WNAC WDRG WCAU
WJAS WJSV
WLW—Smilin' Ed McConnell, songs

8:30 P.M.

CBS—The March of Time, dramatized news
events: WABC WOKO WNAC WDRG WCAU
WJAS WJSV
NBC—Dangerous Paradise, dramatic sketch:
WJZ WBAL WBZ WBZA KDKA WLW
WGY—WGY Farm Forum
WOR—"Maverick Jon," dramas

8:45 P.M.

NBC—"Red Davis Stands Amazed," dramatic
sketch: WJZ WBAL WBZ WBZA KDKA
WLW—Radio Court

9:00 P.M.

NBC—Waltz Time; Frank Munn, tenor; Abe
Lyman's Orchestra: WEAFF WEEI WCHS
WLIT WGY
CBS—Philadelphia Studio Orchestra: WABC
WOKO WNAC WDRG WCAU WJAS WJSV
NBC—Let's Listen; Phil Harris' Orchestra with
Leah Ray, blues singer: WJZ WBZ WBZA
KDKA WBAL
WLW—Great Composers
WOR—"The Talk of the Town," revue of music,
WRVA—Hawaiians

9:15 P.M.

CBS—Alexander Woolcott, The Town Crier:
WABC WOKO WNAC WDRG WCAU WJAS
WJSV
WRVA—Modernaires

9:30 P.M.

NBC—Lee Wiley, songs; Victor Young's Orches-
tra: WEAFF WLIT WCHS WGY WTIC
CBS—Melodic Strings: WABC WOKO WNAC
WDRG WCAU WJAS WJSV
NBC—Phil Baker, comedian, orchestra and vocal-
ist: WJZ WBAL WBZ WBZA KDKA WRVA
WEEI—Fur Program
WLW—Unsolved Mysteries

10:00 P.M.

NBC—First Nighter, dramatic sketch: WEAFF
WEEI WTIC WCHS WLIT WGY WRVA
CBS—Olsen and Johnson, comedians: Harry
Sosnik's Orchestra: WABC WOKO WNAC
WDRG WCAU WJAS WJSV
NBC—Symphonic Concert; Frank Simon, Con-
ductor: WJZ WBAL WBZ WBZA KDKA
WLW
WEEI—Weather, Road and Fishing Forecasts
WOR—Teddy Bergman, comedian; Betty Queen,
contralto, The Rondoliers, quartet

10:15 P.M.

WOR—Harlan Eugene Read

10:30 P.M.

CBS—To be announced: WABC WOKO WAAB
WDRG WJAS
NBC—Lum and Abner's Oldtime Friday Night
Soiabele: WEAFF WLIT WGY WLW WTIC
WCHS WEEI
NBC—Mario Carr, baritone; orchestra: WJZ
WBAL
KDKA—Samuel Di Primio, tenor
WBZ-WBZA—Joe Rines' Orchestra
WCAU—Ernie Valle's Orchestra
WNAC—Street of Dreams
WOR—The Milhan String Trio
WRVA—Domino Lady and Orchestra

PLUMS AND PRUNES

(Continued from Page 17)

Maestro's much publicized cigars are now
denicotined by doctor's order?

"Why all I could think of during the
talk by the Governor of Minnesota that
recent Friday night, was how disastrous
yet mirthquakingly funny it would have
been had Beetle mixed his cues and started
haunting his honor?"

"If you are terribly highhat these days?
After all, it isn't every columnist who has
a whole week dedicated to him—or hadn't
you heard about National Cheese Week?"
—THE HOOSIER PRUNER

(Shhhh! Personal to Hoosier Prun-
er: That wasn't our week—that was
dedicated to the Gov himself, and, oh
yes, to good old Doc Lee.)

A Few Pet Peeves

FOR INSTANCE, THERE'S that food
products concern in Chicago that staged
auditions for seven weeks "searching" for
a voice to take Little Jackie Heller's place,
and then, after picking Jack Owens, a very
plumful lad, gave him but six weeks of
work! . . . Peeve two is that of big Windy
City ad agency that found a certain local
station (must we name names to force
reforms?) overcharging them some two
hundred dollars weekly for talent and a
nonexistent "special production man"—after
said station had chiseled the talent
down to coffee and cakes with promises of
glowing futures, "playing along" etc. Oh
NRA, where is thy stinger? . . . Peeve
three: That of the client, sold on radio by
an Italian baritone who was replaced with-
out notice to client by a staff tenor with

the usual "staff" drawback—that of being
on every program in sight.

And finally, that peeve which wrinkles
handsome Phil Harris' brow when the
radiant Leah Ray refers to him as "Skippy
Pants!"

And here's hoping you all deserve
and are awarded plums in 1934!

MICROPHONE TRAINING
JOHN CAMPON

Specialist of
the Radio Singing Voice
FREE AUDITIONS
by appointment only
Voices are analysed as to their
individuality and possibilities
for Radio Singing.
156 W. 72nd St., N. Y. C. SU 7-0197

ATTENTION: FAN CLUBS

Letters and requests for a presentation of facts about fan clubs
continue to pour into RADIO GUIDE. These communications are
so insistent that RADIO GUIDE has been prompted to organize a
survey of the field with a view, first, to exposure of any improper
activities that may be current and, second, to the establishment of
a department for fan clubs.

Presidents of fan clubs which are being operated legitimately
as an outlet for enthusiasm over a particular artist are invited to
fill out the coupon-questionnaire printed herewith and mail it to
Radio Fan Club Editor, RADIO GUIDE, 423 Plymouth Court,
Chicago. Those clubs which qualify will be eligible to submit
news and notices for inclusion in the new department if and when
it is instituted.

Radio Fan Club Questionnaire

Radio Fan Club Editor,
RADIO GUIDE,
423 Plymouth Court,
Chicago, Ill.

On behalf of the _____
Fan Club, I submit the following information, for the purpose of obtaining
the right to participate in the Radio Fan Club department of Radio Guide:

1. Is your club recognized by the artist to whom its activities are dedicated?

2. How many members has your club? _____
3. Do you collect dues in any form? _____
4. Do you sell photographs, subscriptions to a club publication or solicit
money from members for any purpose? _____
5. Give a brief summary of your club's history and activities. _____

6. List the names and addresses of your officers.

Will you furnish, upon request, a mailing list of your membership so
that we may notify your members of this new department in RADIO GUIDE?

Your name and title _____

Name of club _____

Your address _____

Address of club headquarters if it differs from your own _____

CBS—Don Redman's Orchestra: WABC

MORNING

8:00 A.M.

NBC—Radio City Organ; Richard Leibert, organist; WEAF WFI WGY WCHS
CBS—Sailor Musicals; Vincent Sorey, conductor; WABC WCAU
NBC—Morning Devotions; WJZ WBAL KDKA WBZ
WEEI—E. B. Rulmont, meteorologist
WJSV—Frank Waters and the Hon. Archie
WNAC—Shopping Around the Town
WOR—Program Resume

8:10 A.M.

WOR—Al Woods, songs and patter

8:15 A.M.

NBC—Don Hall Trio; WJZ WBAL KDKA WBZ
WCHS—Morning Devotions
WEEI—Organ Raynolds (NBC)
WJSV—The Sun Dial

8:30 A.M.

NBC—Cheerio: Inspirational Talk and Music; WEAF WEEI WCHS WGY WVIC WFI
NBC—Lew White, organist; WJZ WBAL KDKA WBZ
WOR—Sherman Keene's Orchestra

8:45 A.M.

CBS—The Ambassadors; WABC WCAU

WOR—Dogs' Tales, Richard Meaney

9:00 A.M.

NBC—Morning Glories; Dance Orchestra; WEAF WGY WFIT

CBS—In the Luxembourg Gardens; Vincent Sorey, conducting; WABC WOKO WNAC WDRC WCAU WJAS WJSV

NBC—The Breakfast Club; WJZ WBAL KDKA WBZ-WBZA—Virginia Rende, talk
WCHS—Trade Review
WEEI—Clothes Institute
WOR—The Story Teller's House

9:15 A.M.

NBC—Lanett Trio and White, songs and comedy; WEAF WEEI WCHS WFIT WGY

WBZ-WBZA—Breakfast Club, orchestra (NBC)
WCAU—Words and Music
WOR—The Chinnerby Children's Program

9:30 A.M.

NBC—Bradley Kinrad, the Mountain Boy; hill-billy songs; WEAF WEEI WCHS WGY WVIC KDKA—Style and Shopping Service

WOR—Miss Katharine's Calliope, Sales Talk
WRVA—Thashimer's Children Hour

9:45 A.M.

CBS—The Meistersingers; WABC WNAC WCAU WOKO WJAS WJSV

NBC—The Wife Saver, Alan Prescott; WEAF WEEI WCHS WGY WVIC

KDKA—News; Work-A-Day Thoughts

10:00 A.M.

NBC—Breen and de Rose, vocal and instrumental duo; WEAF WEEI WGY WFI WCHS

CBS—Frank Wingard's Orchestra; WABC WAAB WCAU WJAS WJSV

NBC—Edward MacHugh, the Gospel Singer; WJZ KDKA WBAL

WBZ-WBZA—Home Forum Cooking School
WNAC—Buddy Clark, soloist
WOR—The Children's Hour

10:15 A.M.

NBC—Morning Parade, variety musicals; WEAF WEEI WCHS WFI

NBC—Singing Strings, string ensemble; WJZ WBAL WBZ WBZA

KDKA—Home Forum
WGY—Georgia Wildcats
WNAC—The Yankee Mixed Quartet

10:30 A.M.

CBS—Adventures of Helen and Mary, children's program; WABC WOKO WAAB WDRC WCAU WJSV

NBC—Morning Parade; WGY WVIC
WRVA—Mickey Mouse Club
KDKA—Singing Strings (NBC)
WNAC—Jane and John, dramatization

10:45 A.M.

NBC—Cowboy Songs, Jules Allen; WJZ WBAL KDKA WBZ WBZA

WCHS—State Police Health Talk
WNAC—Little Journeys in Music

11:00 A.M.

NBC—Alex Schirmer, pianist; WEAF

CBS—Cheer Up; WABC WOKO WCAU WDRC WNAC WJAS WJSV

NBC—Four Southern Singers; WJZ WBAL WBZ WBZA KDKA

NBC—Galaxy of Stars; WFIT WGY
WCHS—Food Hour
WEEI—Food Institute
WOR—What to Eat and Why, C. Houston Goodiss

11:15 A.M.

NBC—The Vass Family, Seven South Carolina children singing harmony; WEAF WFIT WGY

NBC—Spanish Lullaby, string ensemble; WJZ WBAL

KDKA—KDKA Kiddies Club
WBZ-WBZA—Massachusetts Federation of Women's Clubs

11:30 A.M.

CBS—Savitt String Quartet; WABC WOKO WDRC WCAU WNAC WJSV

NBC—Sonata Recital; Joseph Stopak, violin; Josef Hoots, pianist; WEAF WCHS WFIT
WEEI—Bob Emery's Gang
WGY—Children's Theater of the Air
WOR—Ann Stevens' Thrift Hour

11:45 A.M.

NBC—Organ Melodies; Eddie Fitch, organist; Mary Steele, songs; WJZ WBAL KDKA
WBZ-WBZA—Adventuring with Postage Stamps
WJAS—Concert Miniature (CBS)
WNAC—Store News; News Flashes
WOR—Andrew Baxter, Jr., baritone and Orchestra

AFTERNOON

12:00 Noon

NBC—Down Lovers' Lane; soprano; piano team; narrator; WEAF WFIT WEEI WGY WCHS
CBS—Vincent Travers' Orchestra; WABC WCAU WDRC WNAC WJAS WJSV WOKO
KDKA—Sammy and Tommy
WBZ-WBZA—News, Ernest Beaufort
WOR—Glimpses of Viking Land, Gladys Patch

12:15 P.M.

NBC—Genia Fontarova, Mezzo-Soprano; WJZ WBAL
KDKA—Honey Boy and Sassafras
WBZ-WBZA—Weather; Temperature; Four H Club
WCHS—Farm Flashes; Stocks and Weather
WGY—Skip, Step and Happiana, songs
WOR—Scout News

12:25 P.M.

WEEI—Del, Jack and Ray

12:30 P.M.

NBC—American Legion National Trade Revival Campaign; WEAF

NBC—National Farm and Home Hour; Guest Speakers; Orchestra; WJZ WBAL WBZ WBZA KDKA

WCHS—Dance Marathon
WGY—Farm Program
WOR—Huger Elliott, Metropolitan Museum; "A Roman Portrait"

WNAC—The Shopper's Exchange
WOR—Huger Elliott; Metropolitan Museum; "Tapestries"

12:35 P.M.

CBS—Enoch Light's Orchestra; WABC WOKO WDRC WJAS WCAU WAAB

12:45 P.M.

NBC—Rex Battle's Ensemble; WEAF WCHS—School Librarian

WOR—Stamp Club, Sig. Rothschild, speaker

12:55 P.M.

WCAU—Albert Bartlett, the Tango King
WOR—Albert Bartlett, the Tango King

1:00 P.M.

CBS—Auto Show Speaker; WABC WOKO WDRC WJSV

WCAU—Try-Out Hour
WGY—News and Market Reports
WJSV—Afternoon Rhythms
WOR—Musical Revue; Milton Kaye; Theme Goodwin; Show Boat Boys

1:05 P.M.

CBS—Mischa Roginsky's Ensemble; WABC

1:15 P.M.

NBC—Ed Kirkaby's Orchestra; WEAF WGY WFI WVIC

1:30 P.M.

NBC—Rex Battle's Concert Ensemble; WEAF WFIT WGY WEEI

CBS—Harold Knight's Orchestra; WABC WOKO WCAU WDRC WNAC WJAS WJSV

NBC—Vic and Sage; WJZ WBAL WBZ WBZA
WOR—Rosalind Genet, books

1:45 P.M.

NBC—Foreign Policy Association Luncheon Discussion; speakers; WEAF WCHS WEEI

NBC—Merrie Men; WJZ WBZ WBZA WBAL KDKA—Ernie Holst's Orchestra

WOR—Freddie Farber and Edith Handman, Variety Act

2:00 P.M.

CBS—Artist Recital; WABC WOKO WCAU WJAS WJSV

NBC—Dan Russo's Orchestra; WJZ WBZ WBZA KDKA WBAL WFIT WFIT

WOR—London Crime Club

2:15 P.M.

WOR—Jazz Gazette

2:30 P.M.

CBS—Dancing Echoes; WABC WOKO WDRC WCAU WNAC WJAS WJSV

NBC—Concert Echoes, Joseph Gallicchio's Orchestra; WJZ WBAL WBZ WBZA KDKA WFIT

WOR—Milton Kaye, pianist

2:45 P.M.

WOR—Louise Bave, soprano; Orchestra

3:00 P.M.

NBC—Merry Madcaps; Fred Wade, tenor; Norman L. Cloister's Orchestra; WEAF WFIT WCHS WFI

CBS—Round Towners Quartet; WABC WOKO WCAU WDRC WJAS WJSV WNAC

NBC—Words and Music, Harvey Hays, narrator; vocalists; string ensemble; WJZ WBZ
WBZA KDKA WBAL
WOR—Elizabeth McShane, "Fashions"

3:15 P.M.

WOR—Show Boat Boys

3:30 P.M.

NBC—Winters and Weber, organ duo; WEAF WEEI WFI

CBS—Ann Leaf at the Organ; WABC WOKO WDRC WCAU WNAC WJAS WJSV

NBC—Wealth of Harmony, concert orchestra; WJZ WBZ WBZA KDKA WBAL

WOR—Allan Brooms, Naturalist

3:45 P.M.

WOR—Byron Holiday, baritone; Orchestra

4:00 P.M.

NBC—Week End Revue; WEAF WEEI WCHS WFI

CBS—Auto Show; Speaker; WABC WOKO WCAU WNAC WDRC WJAS WJSV

NBC—Dance Master's Orchestra; WJZ WBAL WBZ WBZA KDKA

WOR—Dr. H. I. Strandhagen; "What's Beneath the Skin"

4:15 P.M.

WOR—The Melody Singer, tenor

4:30 P.M.

CBS—Madison Ensemble; WABC WDRC WOKO WNAC WJAS WJSV WCAU

NBC—Concert Favorites, Joseph Gallicchio's Orchestra; WJZ WBAL WBZ WBZA KDKA

WOR—Ernie Krickett's Orchestra

4:35 P.M.

WCAU—Tea Dancers

4:45 P.M.

WCHS—Santa Claus
WOR—Ernie Krickett's Orchestra

5:00 P.M.

NBC—The Lady Next Door, children's program; WEAF WEEI WGY WCHS

CBS—Eddie Duchin's Orchestra; WABC WOKO WAAB WDRC WCAU WJAS WJSV

NBC—Ward and Muzzy, piano duo; WJZ WBAL WBZ WBZA

KDKA—Uncle Tom and Betty
WNAC—Five O'Clock Revue

5:05 P.M.

WOR—Program Resume

5:15 P.M.

NBC—Habs in Hollywood, dramatic sketches; WJZ WBAL

CBS—On the Air Tonight; WABC
WRVA—Cecil and Sally, skit
KDKA—Baby and Sue; Helen Irwin

WBZ-WBZA—News, Henry Edison Williams
WCHS—Merchants' Air Review

WOR—"The Flying Family," Dramatic Sketch; Colonel George R. Hutchinson; Mrs. Blanche Hutchinson; Kathryn, and Janet Lee

WRVA—Cecil and Sally; Highway Reports

5:20 P.M.

CBS—Eddie Duchin's Orchestra; WABC

5:25 P.M.

WRVA—Highway Reports

5:30 P.M.

NBC—Three Scamps, male trio; WEAF WCHS WRVA

CBS—Jack Armstrong, All American Boy; WABC WOKO WNAC WCAU WDRC WJAS WJSV

NBC—Neil Staters, harmony trio; WJZ WBAL WBZ WBZA

KDKA—A. Reece, Bill and Alex
WGY—Three School Maids
WOR—Just Pals; talk

5:45 P.M.

NBC—Arlene Jackson, songs; WEAF WEEI WCHS

CBS—Reis and Dunn, comedy and songs; WABC WCAU WDRC WJAS WJSV WNAC

NBC—Little Orphan Annie; WJZ WBAL WBZ WBZA KDKA WRVA

5:55 P.M.

NBC—Xavier Cugat's Orchestra; WEAF

CBS—"Meet the Artist," Bob Topfenger Interviews Radio Stars; WABC WOKO WAAB WDRC WCAU WJAS WJSV

NBC—Trio Romantique; WJZ WBAL KDKA—News, Pat Haley

WBZ-WBZA—Duke Dewey and His Hickory Nuts
WCHS—Dance Marathon
WEEI—The Evening Tattler

WGY—Evening Beretillas
WLW—Jack Armstrong, sketch
WNAC—News Flashes; Weather

WOR—Uncle Don, kiddies' program
WRVA—Sports Reporter; Ill. Plane Pilots

6:15 P.M.

CBS—Mildred Bailey, songs; WABC WOKO WAAB WDRC WCAU WJAS WAAB

NBC—"O'Leary's" Irish Minstrels; WJZ WBAL WBZ WBZA

KDKA—Sports program preview
WCHS—Al Buck's Sports Review
WGY—Sports Parade with Jim Healey
WLW—Joe Emerson, songs; orchestra
WNAC—The Motor Parade

8:30 P.M.

NBC—To be announced; WEAF
CBS—George Hall's Orchestra; WABC WOKO WDRC WCAU WAAB WJSV
NBC—Mary Small, juvenile singer; WJZ WBAL KDKA
WBZ-WBZA—Weather; Sports; News
WCHS—Randall and MacAlister Program
WEEI—News Flashes
WGY—Ma Fraser's Boarding House
WLW—Bob Newhall, Mail Pouch Sportsman
WNAC—The Merry Go-Round
WRVA—News Reporter

6:45 P.M.

CBS—George Scherban's Ensemble; WDRC WJSV WOKO

NBC—Half Hour for Men with J. C. Nugent; male quartet; WEAF WEEI WCHS WGY

CBS—Ye Happy Minstrel and Tidy Band; WABC WNAC WCAU

NBC—Flying with Captain Al Williams; WJZ WBAL KDKA

WBZ-WBZA—Program Preview
WLW—University of Cincinnati, talk
WRVA—Magnolia Maids

6:50 P.M.

WOR—True Story Program featuring Mabel Runions

7:00 P.M.

CBS—Frederic William Wade, the Political Situation in Washington; WABC WOKO WDRC WCAU WJAS WJSV

NBC—John Herrick, baritone; WJZ KDKA—Ernie Holst's Orchestra

WBAL—News of the Air
WBZ-WBZA—Concert; Edward MacHugh, baritone; James J. O'Hara, organist

WLW—R.F.D. Hour; Boss Johnston; Musical Varieties
WNAC—Dramatization
WOR—Ford Frick, Sports Resume

WRVA—Cross Roads Symphony

7:15 P.M.

NBC—Religion in the News, Dr. Stanley High; WEAF

CBS—Lito Ginzar, Mexican tenor; WABC WCAU WOKO WDRC WAAB WJAS WJSV

NBC—Robin Hood, Dramatic Sketch; WJZ WBZ WBZA WBAL

WCHS—Wayward Philosopher
WGY—The Municipal Series
WEEI—After Dinner Revue
WNAC—The Old Apothecary

WOR—Harry Herzhfeld

7:30 P.M.

NBC—Circus Days, dramatic sketch; WEAF WFI WEEI WCHS WGY WLW

CBS—Silver Duet Program; WABC WOKO WNAC WDRC WCAU WJAS WJSV

NBC—Variety Program, Soloists; Eddie Duchin's Orchestra; WJZ WBAL WRVA KDKA

WBZ-WBZA—The World in Review, Radio News Reel
WOR—Little Symphony Orchestra; Philip James conducting; Sidney Sukornig, pianist

7:45 P.M.

CBS—Isam Jones' Orchestra; WABC

NBC—Mountaineers, hillbilly songs and sketches; WEAF

WBZ-WBZA—Tessie the Typist, skit
WCHS—Willis B. Hall

WEEI—Emergency Relief Campaign Program
WLW—Johnny Johnson's Orchestra

WNAC—Transmitter Talk
WRVA—The Old Apothecary

8:00 P.M.

NBC—New York 1934 Automobile Show; WEAF WCHS

NBC—Economics in the New Deal; speakers; WJZ WBZ WBZA KDKA WBAL

WLW—The Big Show
WRVA—Tanya Revelers

8:15 P.M.

CBS—Michaux's Congregation; WABC

8:30 P.M.

NBC—Sous Les Ponts de Paris; WEAF WCHS WGY WFI WRVA

NBC—To be announced; WJZ WBAL KDKA WBZ WBZA

WEEI—Current Events

8:45 P.M.

CBS—Trade and Mark, Scrappy Lambert, Billy Hillpot

WBZ-WBZA—New England Community Singing Club, directors G. Hamlin

WGY—Uta Hagen; Marion Williams, soprano; Rogers Sweet, tenor

WEEI—Magazine of the Air

9:00 P.M.

NBC—To be announced; WEAF WEEI WCHS WRVA WFI

CBS—Philadelphia Studio Orchestra; WABC WOKO WNAC WDRC WCAU WJAS WJSV

NBC—Jamboree, variety show; WJZ KDKA WBAL

WBZ-WBZA—New England Conservatory of Music Orchestra

WOR—Don Bestor's Orchestra

Carefree Carnival 12 Midnight
NBC

GAGS and BONERS

(SATURDAY CONTINUED)

9:15 P.M.

CBS—Stoopnagle and Budd; Vera Van; Jacques Renard's Orchestra: WABC WOKO WNAC WCAU WDRC WJAS WJSV

9:30 P.M.

NBC—To be announced: WEAJ WEEI WFSB WFL WGY

CBS—Edward D'Anna's Band: WABC WAAB WCAU WJAS

WLW—Dance Orchestra

WNAC—Jacques Fischer's Orchestra; Betty Brooks, contralto

WOR—Bronx Marriage Bureau

WVRA—Boston Symphony Orchestra (NBC)

9:45 P.M.

WLW—Over the Rhine

WOR—Robert McGloskey, Versatile Whistler

10:00 P.M.

NBC—Saturday Night Dancing Party with B. A. Rolfe's Orchestra: WEAJ WEEI WFSB WFL WGY WLW WVRA

CBS—Broadcast from Byrd Expedition: WABC WOKO WNAC WCAU WDRC WJAS WJSV

NBC—To be announced: WJZ WBAL

KDKA—Behind the Law

WOR—Leonore Leonard and Orchestra

10:15 P.M.

KDKA—Ernie Holst's Orchestra

WOR—The Tollens; Wier Piano Duo

10:30 P.M.

CBS—To be announced: WABC WAAB WDRC WJAS WJSV

NBC—F.O.B. Detroit: WJZ

WCAU—Blanche Calloway's Orchestra

WNAC—Over the Cameraman's Shoulder

WJZ—WBZA—News

WOR—Emil Velasco, organist

10:45 P.M.

CBS—Leaders in Action, H. V. Kaltenborn:

WABC WOKO WAAB WDRC WCAU WJAS WJSV

KDKA—News and Sports

WBZ-WBZA—Weather Temperature; Sports; News
WNAC—News Flash; Weather

11:00 P.M.

NBC—One Man's Family, dramatic sketch: WEAJ WFSB WGY WEEI

CBS—Glen Gray's Orchestra: WABC WDRC WOKO WAAB WCAU WJAS WJSV

NBC—WLS—Barn Dance: WJZ WBZ WBZA WLW WBAL KDKA

WNAC—Huston Ray's Orchestra

WOR—Paul Tremaine's Orchestra

WVRA—Fiddling Fiddlers

11:30 P.M.

NBC—Hollywood on the Air; Orchestra; Soloists; Guest Stars: WEAJ WFL WFSB

CBS—Abe Lyman's Orchestra: WABC WOKO WDRC WNAC WCAU WJSV

WEEI—News Flash; Market Reports

WOR—Emil Coleman's Orchestra

11:45 P.M.

WEEI—Hollywood on the Air (NBC)

12:00 MID.

NBC—Carefree Carnival, variety show; Meredith Wilson's Orchestra: WEAJ WFL WEEI

CBS—Little Jack Little's Orchestra: WABC WOKO WNAC WCAU WJSV

NBC—Freddie Martin's Orchestra: WJZ WBZ WBZA

KDKA—Messages to Far North

WGY—Larry Funk's Orchestra

WLW—Dimmick's Sunnyside Orchestra

WOR—Sam Robbins' Orchestra

12:30 A.M.

CBS—Gus Arnheim's Orchestra: WABC WOKO WNAC WCAU WJSV

NBC—William Scott's Orchestra: WJZ WBZ WBZA

KDKA—Marty Gregor's Orchestra

WGY—Emerson Giff's Orchestra

12:45 A.M.

KDKA—Tent Club; Jack Bruce

1:00 A.M.

CBS—Claude Hopkins' Orchestra: WABC

One dollar will be paid for each gag or boner published

Gags and Boners submitted for this column must be identified by the call letters of the station, and the time. Unless this information is given, entries cannot be considered.

December 16, KVOO: 9:34 p. m.—Announcer: "Her toe was amputated several years ago and it's been bothering her ever since."—Jane Lois Kerr, Batavia, Ill.

December 16, WBBM: 1:10 p. m.—Eddie Cavanaugh: "Irene Wicker will return to the air when her present sponsor expires."—Marion Temple, Danville, Ill.

December 3, WIIK: 12:30 p. m.—Martin Bowen: "We now join the Columbia network to present King Christian from Denmark, Sweden—or rather, from Denmark, Norway."—Deane S. Kintner, Cleveland, Ohio.

December 14, WSAI: 10:48 p. m.—Henry Ring: "We welcome back Jack Walkup, playing here for a short time by popular request."—R. E. Stieringer, Cincinnati, Ohio.

December 10, WLW: 6:50 p. m.—Joe Penner: "What territory do you haunt?"
Ghost: "From the Atlantic to the Pacific."

Penner: "Oh I see; from ghost to ghost over a national spook-up."—Lillian Hoy, Chicago.

December 14, WMAQ: 6:58 p. m.—Bill Hay: "Don't forget—Pepsodent tooth paste will save both your teeth and your money."—J. Hickey, Chicago, Ill.

December 15, WJZ: 9:33 a. m.—Announcer: "Love Is The Sweetest Thing With Dick Teela."—Mrs. Philip A. Miller, New London, Conn.

December 14, WJZ: 6:55 p. m.—Lowell Thomas: "His wife just gave birth to the 29th child, the oldest being 21 years. Five were born the same year, two pairs of triplets and one pair of twins."—Chas. W. Dunn, Brooklyn, N. Y.

December 13, WEAJ: 7:45 p. m.—Announcer: "Your local Ford dealer invites you to listen in tomorrow night at the same hour; until then Jean Hamilton speaking."—Mrs. Claire Early, Richmond Hill, Long Island.

December 14, WLW: 9:02 p. m.—George Hicks: "When you wash put some Borax in the tub and your clothes will look like they've never been washed."—Mrs. R. B. Steele, East Lansing, Mich.

HELP IMPROVE RADIO PROGRAMS

RADIO GUIDE wants the honest opinions of listeners everywhere about the entertainment value of important sponsored programs on the networks. Fan mail is an uncertain guide because, with few exceptions, the people who do not like a program do not write to the sponsors or the stations. The sponsors and the broadcasting companies are doing their best to give you the kind of programs that you want but, in many cases, they are shooting in the dark because they do not know what you prefer in the way of entertainment.

RADIO GUIDE is now carrying on a campaign to improve radio programs by obtaining first-hand information for sponsors about your reactions to their presentations. You

have a very definite opinion about every program to which you listen regularly. You have expressed it many times to your own family and

friends. But the editors of RADIO GUIDE cannot meet you in your living room and talk it over with you. They must depend upon you to sit

down and write your honest opinion about a certain sponsored network program each week — why you like or dislike it and your suggestion for improving its entertainment value.

Each week, RADIO GUIDE will select a sponsored network program upon which you will be asked to comment. In an adjoining column you will find the rules of the contest and a summary of the prizes which you can win.

Remember, literary ability will not influence the decisions of the editors, who will act as judges in the contest. Not the manner in which you express yourself but the value of your ideas is the important thing. Tell your friends to enter the contest, too.

This Week: TELL US WHETHER YOU LIKE OR DISLIKE THIS PROGRAM AND WHY Chevrolet Program

with Jack Benny, Mary Livingstone, Frank Parker, and Frank Black's Orchestra; broadcast Sundays at 10 p. m. EST, 9 p. m. CST, over NBC-WEAF network.

Send in Your Criticism Today WIN \$50 WEEKLY

FIRST PRIZE . . \$25
SECOND PRIZE . \$10
and three prizes of \$5 each

CONTEST RULES

1. Letters must be written in ink or type-written on one side of the paper only and must not exceed 200 words in length.
2. Everyone is eligible except employees of Radio Guide or members of their families.
3. Each letter must be accompanied by the entry blank printed at right or your tracing of the same.
4. You may consult copies of Radio Guide at the offices of this publication or at

public libraries. You do not have to purchase Radio Guide to enter the contest.

5. The editors of Radio Guide shall be the judges in each weekly contest and their decision shall be final in each instance.
6. All letters regarding the "CHEVROLET PROGRAM" must be in the office of Radio Guide on or before Saturday, January 13, to be eligible. Awards will be announced in the issue of the week ending February 3, on sale January 25.
7. Address all entries to BETTER RADIO CONTEST, Radio Guide, 423 Plymouth Court, Chicago, Ill.
8. Radio Guide reserves the right to publish any or all letters submitted.
9. We cannot enter into any correspondence regarding the contest, and no manuscript can be returned.



MARY LIVINGSTONE

(Pin or paste this blank, filled out, to your letter)

ENTRY BLANK No. 13 Radio Guide Better Radio Program Contest

I have read the rules of this contest and agree to abide by them; and herewith submit my comments.

Name _____

Street and No. _____

City _____ State _____

HIGHLIGHTS OF THE WEEK

SPECIAL

SUNDAY, DECEMBER 31.

Premiere Program of Frances Langford, Three Scamps and Richard Himber's Orchestra, NBC-WEAF network at 3:30 p. m.

A special edition of "Roses and Drums" devoted to dramatization of the Saga of the Roosevelts, beginning with Nicholas Klass van Roosevelt who arrived in America in 1649 and continuing down the line, through President Franklin D. Roosevelt, CBS-WABC network at 5 p. m.

Cadillac Concerts presents Josef Iturbi, concert pianist and symphony orchestra conducted by Eugene Ormandy, NBC-WJZ network at 6 p. m.

The tuneful chimes of England's famous cathedral bells and the majestic tones of "Big Ben" tolling in 1934 from London, CBS-WABC network at 6:45 p. m.

A special hour and a half presentation recalling 1933's leading contributions to the fields of music and the theater in a kaleidoscope of 1933, CBS-WABC network at 8:30 p. m.

Buenos Aires celebration shortwaved from the Argentine, CBS-WABC network at 10:30 p. m.

All-American New Year's Eve dancing party. Five and a quarter hours of dance music in honor of the New Year. Twenty-one orchestras from New York to Honolulu take part, CBS-WABC network at 10:45 p. m.

Riverside Church Watch Night Service, NBC-WEAF network at 11:30 p. m.

MONDAY, JANUARY 1.

Man-in-the-Street broadcasts his resolutions for 1934 as CBS announcers in New York, Chicago and Boston stop passers-by and question them, CBS-WABC network at 11 a. m.

Description of the Rose Bowl Parade in Pasadena, California, NBC-WEAF network at 12:45 p. m.

South America Looks at 1934, Edward Tomlinson, speaking from Rio de Janeiro, outlines South American political and economic prospects for the New Year, CBS-WABC network at 2:45 p. m.

Los Angeles Philharmonic Orchestra in a special New Year's Day concert, Otto Klemperer conducting from work at 3:30 p. m.

the Busch Gardens at Pasadena, CBS-WABC network at 4:45 p. m. to 7:30.

WEDNESDAY, JANUARY 3.

Opening of 74th Congress from the floor of the House of Representatives, CBS-WABC and NBC-WJZ networks at 12 noon, NBC-WEAF network at 12:15 p. m.

Fred Allen returns to the air with Portland Hoffa, Jack Smart, Mary McCoy, Songsmiths Quartet and Ferde Grofe's Orchestra, NBC-WEAF network at 9:30 p. m.

FRIDAY, JANUARY 5.

Mary Eastman, soprano, returns to the air, CBS-WABC network at 10:45 p. m.

SATURDAY, JANUARY 6.

New York Automobile Show. Description of new 1934 models, NBC-WEAF network at 8 p. m.

Byrd Broadcast and William Daly Orchestra, Maria Silveira and Gordon Graham, CBS-WABC network at 10 p. m.

COMEDY

SUNDAY, DECEMBER 31.

George Beatty, with Ethel Waters and Jack Denny's Orchestra, CBS-WABC network at 7 p. m.

Joe Penner and Ozzie Nelson's Orchestra, with Harriet Hilliard, NBC-WJZ network at 7:30 p. m.

Eddie Cantor with Rubinoff and his orchestra, NBC-WEAF network at 8 p. m.

George M. Cohan, Revelers, and Al Goodman's Orchestra, NBC-WJZ network at 9 p. m.

Jack Benny, Mary Livingstone, Frank Parker, and Frank Black's Orchestra, NBC-WEAF network at 10 p. m.

MONDAY, JANUARY 1.

Side Show with Cliff Soubrier, NBC-WJZ at 8 p. m.

Minstrel Show, NBC-WJZ network at 9 p. m.

Robert Benchley with Howard Marsh and Andre Kostelanetz' Orchestra, CBS-WABC network at 9:15 p. m.

Also Thursday.

The Big Show with Lulu McConnell, Gertrude Niesen, and Isham Jones' Orchestra, CBS-WABC at 9:30 p. m.

TUESDAY, JANUARY 2.

George Jessel, with Edith Murray, Eton Boys and Freddie Rich's Orchestra, CBS-WABC network at 9:30 p. m.

Ed Wynn, the Fire Chief, Don Voorhees' band, NBC-WEAF network at 9:30 p. m.

WEDNESDAY, JANUARY 3.

Jack Pearl "The Baron Munchausen" and Cliff "Sharlie" Hall, NBC-WEAF at 8 p. m.

Colonel Stoopnagle and Budd, with Vera Van and Jacques Renard's Orchestra, CBS-WABC network at 9:15 p. m., also Saturday.

Burns and Allen, CBS-WABC network at 9:30 p. m.

FRIDAY, JANUARY 5.

Walter O'Keefe, Ethel Shutta and Don Bestor's Orchestra, NBC-WJZ network at 8 p. m.

Phil Baker and Harry McNaughton, Roy Shield's Orchestra, NBC-WJZ network at 9:30 p. m.

"Oley" Olsen and "Chick" Johnson, CBS-WABC, 10 p. m.

SATURDAY, JANUARY 6.

J. C. Nugent, NBC-WEAF network at 6:45 p. m.

VARIETY

MONDAY, JANUARY 1.

Ship of Joy, with Hugh Dobbs and guest artists, NBC-WEAF at 9:30 p. m.

Roxy and his Gang; Viola Philo, Jan Pearce, Robert Weede, Frank Moulan, The Southernaires, Lucille Fields and guest artists, Erno Rapee conducting Music Hall Orchestra, NBC-WJZ network at 11 p. m.

WEDNESDAY, JANUARY 3.

The Troubadours, guest star, orchestra, NBC-WEAF at 9 p. m.

THURSDAY, JANUARY 4.

Rudy Vallee's Orchestra and guest artists, NBC-WEAF network at 8 p. m.

"The Voice of America," with William Lyon Phelps, Alex Gray, Cal Tinney, Patricia Dorn, Donald Burr and guest stars, CBS-WABC network at 8:30 p. m.

Captain Henry's Show Boat, NBC-WEAF at 9 p. m.

California Melodies, CBS-WABC at 9:30 p. m.

SATURDAY, JANUARY 6.

Jamboree Variety Show, NBC-WJZ network at 9 p. m.

WLS Barn Dance, NBC-WJZ network at 11 p. m.

Hollywood on the Air, NBC-WEAF at 11:30 p. m.

Carefree Carnival, NBC-WEAF network at 12 midnight.

MUSIC

SUNDAY, DECEMBER 31.

New York Philharmonic Symphony Orchestra, Hans Lange, conducting, CBS-WABC network at 3 p. m.

The Hoover Sentinels, Edward Davies, baritone; Chicago A Capella choir, with Joseph Koestner's orchestra, NBC-WEAF network at 4:30 p. m.

Manhattan Merry-Go-Round with Tamara and David Percy, NBC-WEAF network at 9 p. m.

American Album of Familiar Music with Virginia Rea and Frank Munn, NBC-WEAF network at 9:30 p. m.

MONDAY, JANUARY 1.

Richard Crooks, tenor and William Daly's Orchestra, NBC-WEAF network at 8:30 p. m.

Philadelphia Orchestra, Leopold Stokowski, conducting, CBS-WABC at 9 p. m., nightly through Saturday.

Also Friday afternoon at 2:30.

TUESDAY, JANUARY 2.

Ben Bernie's Orchestra, NBC-WEAF network at 9 p. m.

Glen Gray's Orchestra, Irene Taylor, vocalist and Do Re Mi Trio, CBS-WABC at 10 p. m., also Thursday.

Harlem Serenade with Aida Ward, soloist and Luis Russell's Orchestra, CBS-WABC network at 10:45 p. m.

WEDNESDAY, JANUARY 3.

Albert Spalding, concert violinist with Don Voorhees' Orchestra and Conrad Thibault, CBS-WABC network at 8:30 p. m.

John McCormack and William Daly's Orchestra, NBC-WJZ network at 9:30 p. m.

Fred Waring's Orchestra, CBS-WABC at 10 p. m.

NBC Symphony Concert, Egon Petri, concert pianist, Frank Black, conducting, NBC-WJZ at 10 p. m.

Andre Kostelanetz Presents Evan Evans and Evelyn McGregor, CBS-WABC network at 10:45 p. m.

THURSDAY, JANUARY 4.

Paul Whiteman's Orchestra, Ramona, Peggy Healy, Jack Fulton, Rhythm Boys, Deems Taylor, M. C., NBC-WEAF network at 10 p. m.

Presenting Mark Warnow, Connie Gates and Four Clubmen Quartet, CBS-WABC network at 10:45 p. m.

FRIDAY, JANUARY 5.

Music Appreciation Hour, Walter Damrosch, conducting, NBC-WEAF and WJZ networks at 11 a. m.

Concert with Jessica Dragonette, NBC-WEAF at 8 p. m.

SATURDAY, JANUARY 6.

B. A. Rolfe's Orchestra, NBC-WEAF network at 10 p. m.

PLAYS

SUNDAY, DECEMBER 31.

Irene Rich in Hollywood, NBC-WJZ network at 3:15 p. m. Also Wednesday at 7:45 p. m.

Romances of Science, NBC-WEAF at 5:15 p. m.

Grand Hotel, NBC-WJZ network at 5:30 p. m.

Talkie Picture Time, starring June Meredith, NBC-WEAF network at 5:30 p. m.

Rin Tin Tin Thriller, CBS-WABC network at 7:45 p. m.

MONDAY, JANUARY 1.

Today's Children, NBC-WJZ network Monday through Friday at 10:30 a. m.

Radio Guild "A Kiss for Cinderella" by James Barrie, NBC-WJZ network at 3 p. m.

K-7, Spy drama, NBC-WEAF network at 10:30 p. m.

Princess Pat Drama, NBC-KDKA, at 10:30 p. m.

TUESDAY, JANUARY 2.

Crime Clues, NBC-WJZ at 8 p. m., also Wednesday.

Cruise of The Seth Parker, NBC-WEAF at 10 p. m.

WEDNESDAY, JANUARY 3.

Dangerous Paradise, with Elsie Hitz and Nick Dawson, NBC-WJZ network at 8:30 p. m., also Friday.

Warden Lawes in Twenty Thousand Years in Sing Sing, NBC-WJZ network at 9 p. m.

THURSDAY, JANUARY 4.

Pickwick Papers, NBC-WEAF network at 2 p. m.

Death Valley Days, NBC-WJZ at 9 p. m.

FRIDAY, JANUARY 5.

Circus Days, NBC-WEAF at 7:30 p. m., also Saturday.

March of Time, CBS-WABC network at 8:30 p. m.

The First Nighter, NBC-WEAF network at 10 p. m.

SATURDAY, JANUARY 6.

One Man's Family, NBC-WEAF network at 11 p. m.

VOCALISTS

BING CROSBY—CBS-WABC Monday at 8:30 p. m.

BOSWELL SISTERS—CBS-WABC Monday and Friday at 11:15 p. m.

CHARLES CARLILE—NBC-WEAF Sunday at 7 p. m.

CBS-WABC network Tuesday at 5:20 p. m., and Thursday at 11:15 p. m.

CRUMIT and SANDERSON—CBS-WABC network Sunday at 5:30 p. m.

DELL CAMPO—CBS-WABC network, Tuesday at 11:15 p. m., and Friday at 5:45 p. m.

FRANCES ALDA—NBC-WJZ network Monday at 7:45 p. m., and NBC-WEAF Tuesday at 6 p. m.

HELEN MORGAN—CBS-WABC network, Sunday at 2 p. m.

IRENE BEASLEY—NBC-WEAF Monday and Friday at 6:30 p. m.; NBC-WJZ Wednesday at 6:30 p. m.

LEAH RAY—NBC-WJZ network Friday at 9 p. m.

LEE WILEY—NBC-WEAF network Friday 9:30 p. m.

JAMES MELTON—NBC-WEAF Monday at 9 p. m.

MILDRED BAILEY—CBS-WABC network Monday at 6:45 p. m. and Saturday at 6:15 p. m.

MILLS BROTHERS—CBS-WABC Monday at 8:30 p. m.

PHIL DUEY—NBC-WEAF Wednesday at 9:30 p. m.

TITO GUIZAR—CBS-WABC Friday at 6:30 p. m. and Saturday at 7:15 p. m.

VERA VAN—CBS-WABC, Wednesday and Saturday at 9:15 p. m.

NEWS

ALEXANDER WOOLLCOTT—"The Town Crier," CBS-WABC network Tuesday and Friday at 9:15 p. m.

BOAKE CARTER—CBS-WABC network daily at 7:45 p. m., excepting Saturday and Sunday.

DALE CARNEGIE—"Little Known Facts About Well Known People," NBC-WEAF Sunday at 1:30 p. m.

EDWIN C. HILL—CBS-WABC network, Monday through Friday at 8:15 p. m.

FREDERIC WILLIAM WILE—"The Political Situation in Washington Tonight," CBS-WABC network Saturday at 7 p. m.

H. V. KALTENBORN—CBS-WABC Sunday at 7:30 p. m., and Friday at 6 p. m., "Leaders in Action" sketches, Saturday at 10:45 p. m.

JOHN ERSKINE—"The Lively Arts" NBC-WEAF network Friday at 11 p. m.

LOWELL THOMAS—NBC-WJZ network daily excepting Saturday and Sunday at 6:45 p. m.

WALTER WINCHELL—NBC-WJZ Sunday at 9:30 p. m.